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Information Outlook, May 2008

Special Libraries Association

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THE MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION

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- KEEPING A STATE LIBRARY OPEN
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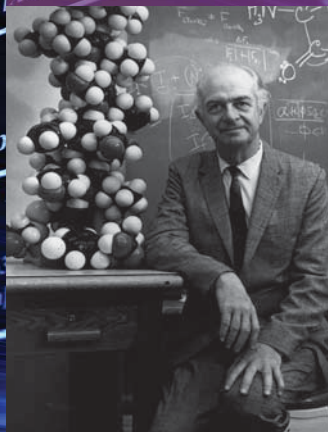
An unparalleled record of achievements in chemistry and its related disciplines

Irving Langmuir



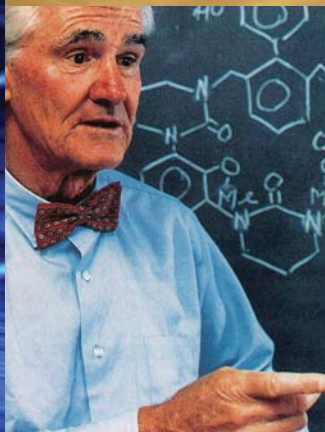
Awarded the Nobel Prize in Chemistry in 1932 for discoveries and investigations in surface chemistry.

Linus Pauling



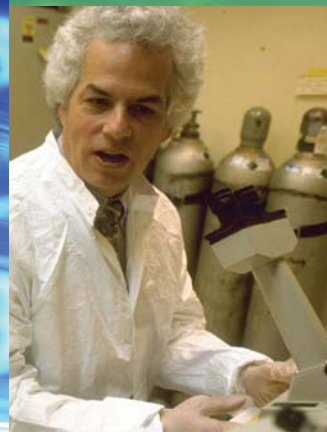
Awarded the Nobel Prize in Chemistry in 1954 for research into the nature of the chemical bond and its application to the elucidation of the structure of complex substances.

Donald J. Cram



Awarded the Nobel Prize in Chemistry in 1987 for the development and use of molecules with structure-specific interactions of high selectivity.

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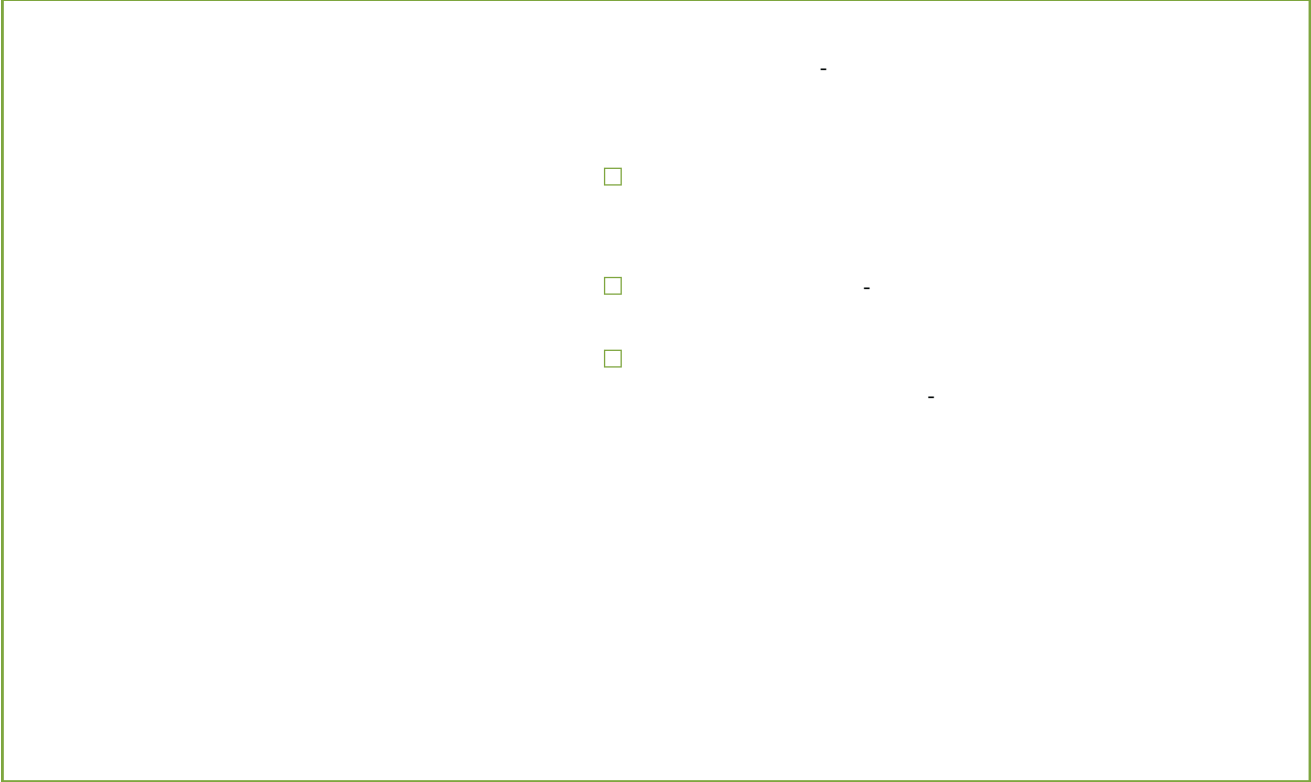
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As Employment Worries Grow, SLA Offers Many Resources

When the job market looks grim, you can turn to SLA for help with employment change and career growth.

BY STEPHEN ABRAM, SLA PRESIDENT



It's always a challenge choosing a topic for these president's columns in *Information Outlook*. You think of what you want to say or do collaborating with members, staff, and volunteers. You think of when the IO issue will be published and what will be happening then. You think of current events and topicality. It's early April as I write this but it's for the May issue.

I figure that a lot of conversations at our annual conference in Seattle will be about job hunting and job security. People are worried. I've noticed that there are some deepening concerns about the job outlook and the overall economic situation. Students are worried about whether interesting jobs will be there. Employed librarians worry about their own job security. And I've met a few members who are seeking new positions. I haven't noticed things being significantly better or worse than I've come to expect after 28 years as a professional librarian, but people are worried—and with reason.

I worry that out-of-work librarians may blame themselves for their loss of employment. This is usually not the case, although it's hard to convince yourself when you're on the receiving end of unemployment. What causes most of the job market changes in our field? Companies and organizations can lose a key patent, have a major R&D initiative fail, lose a legal case, be impacted by massive technological change or competition, lose financial strength through sales, stock market, or other investment disasters. Add this to other market activities like bankruptcies, mergers, and acquisitions

and it starts to look like a maelstrom.

We are in interesting times. My philosophy is that many of these situations are out of our control. Although it can feel personal, it usually isn't, and dwelling on the negative is counterproductive. My philosophy is wrapped up in two poems I post above my desk. One is "If" by Rudyard Kipling. You know the lines:

*If you can keep your head when
all about you*

*Are losing theirs and blaming it
on you...*

*If you can dream—and not
make dreams your master,*

*If you can think—and not make
thoughts your aim;*

*If you can meet with Triumph
and Disaster...*

Read the whole poem. It's worth it. What can we control? We can always control our own reaction—at least the public one—to difficult situations. Indeed, it's arguably worse to be the survivor of a downsizing than the victim. We can also control our own preparation for any eventuality. That's where SLA comes in.

- In SLA, we build and maintain a network of contacts, friends, and colleagues. While we might get valuable job leads or actual interviews though these contacts, it's more important as a resource for research and advice. I've found many a great sounding board in fellow members.
- In SLA, we can prepare ourselves as lifelong professionals and stay current on the latest trends, tech-

nologies, and laws. Just reading this magazine is a good start.

- In SLA, we can serve as a confidential resource for fellow members. We're not quite a cabal or clique, but there is that patina to our small group of professionals.
- In SLA, we can find mentors, formal and informal, who can show us paths to follow and tell us what it's like in a sector, an industry, a type of library, or a company.
- In SLA, we can invest in our own continuous learning though voluntarism, continuing education, unit meetings, Click University and more.

Never allow your current employer to reduce your value to your next employer!

SLA is a lifelong resource to prepare you for promotions and success in your career. It also prepares us for the worst. We don't own the ongoing problems in the economy any more than we can completely own the upside. Like most people, we ride the wave. We have an emotional investment in our work.

Sometimes it's just not our fault when things go bad. When things have gone bad for me, fellow SLA members were there to help—a lot. So remember to stay involved in SLA as one of your strategies for tough or great economic times. Check out the SLA Web site, using your ID and password, and see the resources there to help you remain flexible, adaptable, and valuable to your next employer.

Good luck,
Stephen

Section 108 Study Group Looks At Exceptions to Law for Libraries

The recommendations of an independent Library of Congress panel include archival preservation of Web sites.

The Section 108 Study Group, convened by the Library of Congress, has recommended changes in copyright law aimed at addressing digital rights and preservation issues.

After nearly three years of work, the independent group has issued its report and recommendations on exceptions to copyright law to address how libraries, archives, and museums deal with copyrighted materials in a digital environment. The report is available at www.section108.gov.

Section 108 is the section of the Copyright Act that provides limited exceptions for libraries and archives so that they may make copies to replace copyrighted works in their collections when necessary, preserve them for the long term, and make them available to users.

Digital technologies have radically transformed how copyrighted works are created and disseminated, and how libraries and archives preserve and make those works available. Cultural heritage institutions have begun to acquire large quantities of “born digital” works (those created in digital form) and to digitize analog works already in their collections to ensure the continuing availability of those works to future generations. Section 108 of the Copyright Act is not seen to adequately address many of the issues unique to digital media, either from the perspective of rights owners or from that of libraries and archives.

The Library of Congress convened the group under the auspices of the U.S. Copyright Office and the National Digital Information Infrastructure and Preservation Program. The Library

acted as a facilitator in the process and had no control over, or influence on, the report’s final recommendations.

SLA Fellow and John Cotton Dana award winner Laura N. Gasaway, associate dean for academic affairs, professor of law and former director of the law library at the University of North Carolina School of Law and former columnist, and Richard S. Rudick, former senior vice president and general counsel of John Wiley and Sons and vice chair of the board of directors of the Copyright Clearance Center, co-chaired the group.

The report will serve as the basis on which legislation may be drafted and recommended to Congress.

Among the recommendations are:

- Museums should be included for Section 108 eligibility, as they perform many of the same functions as libraries and archives.
- A new exception should be added to Section 108 to permit certain qualified libraries and archives to make preservation copies of at-risk published works prior to any damage or loss. Access to these “preservation-only” copies will be limited.
- A new exception should be added to Section 108 to permit libraries and archives to capture and reproduce publicly available Web sites and other online content for preservation purposes and to make those copies accessible to users for private study, research, or scholarship. Rights holders would be able to opt out of this provision.

- Libraries and archives should be permitted to make a limited number of copies, as reasonably necessary, to create and maintain a single replacement or preservation copy. This alteration to the current three-copy limit would, among other things, enable libraries to more securely preserve digital materials, which often involves making copies.

The study group operated on a consensus basis. Where recommendations are made, they reflect agreement on the part of all participants, although that agreement is often conditioned on satisfactory resolution of related outstanding issues, as outlined in the report.

Background

Copyright law structures many of the relationships among users, creators, and distributors of copyrighted content. Due to the rapid pace of technological and social change, the law embodies some now-outmoded assumptions about technology, behavior, professional practices, and business models.

Section 108 of the Copyright Act of 1976, which provides libraries and archives with specific exceptions to the exclusive rights of copyright owners, was enacted in the pre-digital era. At that time, works were created and distributed primarily in analog format and library and archives copying consisted of photo duplication and microform. Much has changed since then.

The Digital Millennium Copyright Act, enacted in 1998, amended portions of Section 108, but its provisions only began to address the preservation practices of libraries and archives in the digital environment and did not attempt to be a comprehensive revision of that section.

The Section 108 Study Group held its inaugural meeting in April 2005 and its final meeting in January.

The Library of Congress’s experience in planning for its National Digital Information Infrastructure and Preservation Program (NDIIPP) and the continuing work of the U.S. Copyright Office (part of the Library of Congress)

indicated that new technologies had altered the activities of libraries and archives in such a way as to call into question the continued relevance and effectiveness of Section 108 of the Copyright Act. Consequently, NDIIPP, in cooperation with the Copyright Office, convened the Section 108 Study Group, an independent body reflecting the range of stakeholder interests. NDIIPP is the Library of Congress's national program to build a network of partners dedicated to the collection and preservation of the nation's cultural heritage in digital form. Because preservation of digital content necessarily requires the making of copies, much of NDIIPP's work is affected by copyright law.

More information about NDIIPP is at www.digitalpreservation.gov. The Web site of the U.S. Copyright Office is at www.copyright.gov. **SLA**

Two SLA Research Grants Launch Enlarged Program

SLA has awarded two research grants chosen from among proposals collected during 2007.

SLA offers grants for research projects for the advancement of evidence-based practice within library and information science and projects that directly benefit the operations of SLA, its chapters, divisions, or committees, and support the association's expanding global agenda.

Grants were awarded for the following proposals:

- **"Impulse for Growth!" Laying Foundations for SLA Membership Acquisition and Growth in Germany for 2008.**

This proposal, submitted by Michael Fanning, Online Consultants International GmbH in Karlsruhe, Germany, aims to gather and engage a critical mass of individuals who would be possible SLA members. Fanning will gather the names of contacts, document a proven methodology for acquiring them, and provide the opportunity

to bring together information professionals in Germany in a single focused action. The project seeks to lay the foundation for further networking activities as well as membership growth in Germany. Fanning will receive US\$ 10,000 to complete this project.

- **Models of Embedded Librarianship.**

The proposal was submitted by David Shumaker of Catholic University of America in Washington, D.C., and Mary Talley of Axelroth & Associates in Silver Spring, Maryland. The goal of the study is to develop an evidence-based model for the successful initiation, implementation, and evaluation of embedded library services. Shumaker and Talley will use the grant of US\$ 25,000 to collect data about the practices followed by model programs in initiating, operating, and evaluating their services; and synthesize an evidence-based set of recommended practices to be applied to all sectors.

These are the first awards granted by the newly constituted SLA Research and Development Committee from the enlarged SLA Research Grant fund, which combines the SLA Endowment Fund, the SLA Research Fund, and the Steven I. Goldspiel Memorial Fund.

SLA supports two types of proposals:

1. Research projects focused on the needs and concerns of information professionals in special libraries and related venues, with its current focus being on evidence-based practice, as in the SLA Research Statement, "Putting Our Knowledge to Work" (www.sla.org/researchstatement). Awards may be granted up to US\$ 25,000.

2. Projects that directly benefit the operations of SLA and its units by furthering the scientific, literary, and educational purpose for which the association is organized and operated. Awards may be granted up to US\$ 10,000.

For more information about grant opportunities through SLA, visit the Grants and Scholarships section the SLA Web site at www.sla.org/content/learn/scholarship/researchgrant/index.cfm. **SLA**

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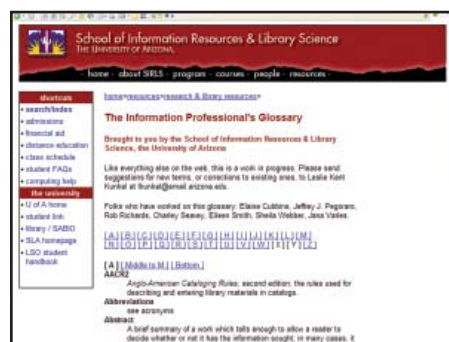
Can't Find It in Webster's? Try a Specialized Dictionary

Plus, here are a few good places for information on job hunting, employment, and career development.

The Information Professional's Glossary

www.sir.arizona.edu/resources/glossary.html

Can't remember what "NCLIS" stands for? Need a quick definition for "subfield code"? Check out this glossary from the School of Information Resources and Library Science at the University of Arizona. Okay, if you've taken Librarianship 101, you're probably familiar with most of the terms in here. But when a stumper comes along, it's good to know where to look. Also useful are links from definitions to other specialized glossaries. For example, "Printing Terms" links to the University of Oklahoma Printing Services glossary. BTW: NCLIS stands for the National Commission on Libraries and Information Science. And a "subfield code" is... if you don't know, you probably don't need to.



Specialty Dictionaries

www.yourdictionary.com/specialty.html

Paul Payack, president and chief word analyst of the Global Language Monitor, is also the founder of YourDictionary.com. My favorite part

of that site is the directory of specialty dictionaries. Arranged by more than 125 topics, the directory links to glossaries and dictionaries on everything from carpentry to criminology, beer to wine, law to leather. Some links go to free, online glossaries; others to sites where readers can purchase printed topical dictionaries. It links to a few LIS dictionaries, but not the one above.

LIScareer.com

www.liscareer.com/index.htm

Beyond the Job

www.beyondthejob.org



SLA Career Connection

<http://www.sla.org/careers/>

If you're new in your career or ready for a change, these sites may help. Except for SLA's Career Connection, these sites don't list job openings—they have a ton of information. LIScareer.com, put together by librarians Priscilla K. Shontz and Richard A. Murray includes article on job hunting, networking, mentoring and more. The blog Beyond the Job is compiled

by Sarah Johnson and Rachel Singer Gordon of LISjobs.com. It lists career enhancement and professional development opportunities, grants, awards, and more. Career Connection includes articles on career planning, competencies and other employment topics, available only to members of SLA.



Global Language Monitor

www.languagemonitor.com/GlobalLanguageMonitor.html

The people who run this site track trends in global English, noting heavily used words and new entries into the vernacular. For example, Global Language reports on the emergence of *Obama* as more than a surname. You may have been to an Obamarama, where the candidate discussed Obamanomics, which caused him to gain Obamamomentum over his opponents. Last year's top word was "hybrid," referring to just about everything green. The top phrase was "climate change." The top name was "Al Gore." **SLA**

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Keeping a State Library Open

WHEN THE GOVERNOR ANNOUNCED HE WAS CLOSING THE WASHINGTON STATE LIBRARY, ADVOCATES TURNED OUT IN FORCE. THE RESULT: A NEW MISSION FOR AN OLD INSTITUTION

BY DUANE MCCOLLUM



The role of state libraries is to provide research and archival services to a state government. State libraries distribute federal funds promoting public libraries in their state. They negotiate propriety database licenses for volume discounts public libraries in their state (such as Lexis, Factiva, ProQuest, etc.).¹

The Washington State Library (WSL) performs those functions in addition to being the Regional Federal (documents) Depository Library (for Washington and Alaska) and the Washington State Publications Depository.² It also offers training for public librarians, distributes information technology grants, promotes development of public libraries, supports rural libraries, and provides other information management services.

WSL was the first north of the Columbia River, beginning as a territorial library in 1853. The territorial law that created the library, the Organic Act, required that the library “be kept at the seat of government.”³ This was interpreted loosely over the years, for as state government grew and changed,

so did the library, relocating several times from one place to another within Olympia. In 1854, it moved from a warehouse to the first Old Capitol building where it remained until 1891, when it moved again. It moved again in 1901, again in 1917 (to the Temple of Justice) and again in 1959 when it found a permanent-sounding home in the Joel M. Pritchard Library building.⁴ However, even that positive-sounding move required political arm-twisting. Although it was an important public institution (from 1951 to 1974 the library played a leading role for the development of public libraries in the state), it was frequently marginalized. In 2002, the library moved yet again to its current home in Tumwater. From there it would make its last stand for survival.

Needed Change

When the Washington State Institute for Public Policy published “Strategic Directions for the Washington State Library” in January 2001, the library was operating much as it had been for the past decade.⁵ The stated purpose of

the study came from a provision in the state’s 2000 budget requesting study of “the mission, programs, and usage of the state library.”⁶ The proviso coupled the study to a space utilization study by the Department of General Administration—an ominous linkage for an organization that had frequently been shuffled about, and at the time, occupied an enviable spot on the capital campus.⁷

The study determined, incorrectly, that most materials once available only in the WSL were now accessible on the Internet. Library users interviewed in the study (mostly legislative and agency employees) were unsatisfied with traditional libraries as their information needs changed significantly in the decade preceding the study. The study claimed a significant drop in the patronage of the WSL and a disconnection between the services the library offered and its users. Users preferred digital forms of information delivered to their computers to going to a physical library and getting help from a librarian.

The study used the term “rust scenario” to describe the library’s condition. This meant that since the library’s



Photos courtesy of Mary Schaff, Washington State Library

“function is not clear,” and if this condition were not arrested, the institution would deteriorate “until it no longer has value.”⁸ The study suggested WSL needed to change its relationship with patrons, becoming partners in addressing information needs, becoming more intimate with the unique perspectives and needs of its patrons.⁹

The study should have been a wake-up call to the library. The fact that the legislature directed a third party to report on the WSL vision, mission, and values suggested that the library had not made its role and worth unambiguous and viable.

At the time of the study, the library was attempting to move in a more visionary direction with “desktop delivery of information and more personalized assistance and customized information.”¹⁰ However, the key questions of the study—How could the library make its role more effective? How it can add more value? And is the “current location of the WSL on the capitol campus essential to its effective operation?”—effectively challenged the organization to prove its value.¹¹

Even though WSL was changing with the Information Age—for example, by developing the highly regarded and visionary Find-it Washington search portal to help citizens locate state government information—the perception remained that it was not changing fast enough, was made obsolete with the Internet, and added no value to the state.

Close the Library?

In December 2001, Governor Gary Locke announced his intention to close the library.¹² He said that the costs to the state to recover from the Nisqually earthquake the previous March, the voter-approved Initiative 747, which capped state property tax collections, and the biennial 2001-03 budget shortfall of nearly \$1 billion, required cutting or eliminating ineffectual or costly state programs. Eliminating the WSL would save about \$6 million to \$7 million a year.¹³ Even though its permanent closure was set for October of 2002, the library was relocated from the Joel M. Pritchard Building (subsequently occupied by the Washington State Senate) to

its present location, an office in suburban Tumwater in 2001.¹⁴

The news of closure stunned WSL staff. Locke encouraged the staff not to worry about jobs as they could take advantage of retraining to become DNA analysts or prison guards (hardly an attractive option for people with graduate degrees in library science). He also was unappreciative of the purpose of the library, quoted as saying, “It’s not like I’m closing a library that we take our kids to.”¹⁵ The message from the governor was clear: WSL was not a real library and it was no longer necessary.¹⁶

Closing a state library was unprecedented. Library interest groups from across country reacted negatively to the news. The announcement energized newspaper editors, librarians from all over the state, faithful patrons (historians, writers, and state policy analysts) to protest the closure.¹⁷

Part of their work was to educate the governor, legislators, and the public on the important roles of the library. The WSL was the *library’s library* for local public libraries, distributing about \$3 million a year in federal grants to

local libraries. It was the purchaser of online services for about 2,000 public libraries, negotiating lower prices. And it managed a huge collection of state newspapers on microfilm, dating to the 19th century. Closure opponents also pointed out that replacing the work of the library for legislators and state agencies with the Internet was not possible as about only 10 percent of the research material requested was available free online.¹⁸

The Change Agent

With its mission wavering, with the effort moving its collection of more than 2 million items, and now with its survival in doubt, the challenge to WSL leadership was great. In January 2002, shortly after the move, Nancy Zussy, then the state librarian, worked with the Library Commission (established in 1911) to lobby the legislature to reject the governor's proposal. Her public appeals were often over the loss of jobs and the costs of breaking up the collection. Jan Walsh, the assistant director who succeeded Zussy in June 2002, pushed for restoring the library to a viable and effective agency. Walsh emerged as the library's change agent.

Change agents cannot work alone. Above all, they need a champion, someone politically situated to help achieve a lasting transformation. Secretary of State Sam Reed took on that role in early 2002. Reed, with his staff member Steve Excell, joined Zussy and Walsh in promoting the library. They even toured the state, visiting newspaper editors to make their case. They used the power of storytelling wherever they went, relating the library's story over and over again to whomever would listen. Soon, not just librarians were lobbying for the library. Support began to come from all over the world. By March 2002, the work paid off with the state legislature passing SHB 2926, putting the library under the Secretary of State's office and out from under the Library Commission and governor.

Preserving the library was not enough. The controversy over closing the library

hardly seemed a financial one, since saving \$7 million a year was small compared to a \$1 billion dollar state budget shortfall. The threat of closure had more to do with the library's role as a public-service institution, which few people understood. The library itself may have lost sight of its role and potential as the vision statement in the 2000-2004 strategic plan showed: "State government employees and officials will have the ability to seamlessly access pertinent information from their desktops and work interactively with WSL librarians to anticipate and meet their information needs"—an abstract goal difficult to implement.¹⁹

When I spoke with Jan Walsh earlier this year, she said that there were still budget cuts to deal with. The fallout was traumatic to such a small organization. It lost nearly 27 people in the main office, closed one branch, reduced staff in other branches by half... The staff reduction exercise took on an emotional aspect as people were "bumped" from their jobs due to the seniority of another. Morale was terrible.



But there was really no turning back; the library had to re-create itself to survive. Walsh believed the institution could transform itself because she believed it was worth saving for the public good. She said changes were planned and quickly implanted. She concentrated on what the library could do with its limited means over what people might have wished it could do.

First, knowing the library had lost touch with its constituency, she made a point of understanding its clients. Next, she had to work at making the library relevant in the search-engine age by building on programs and unique services and products that clients could not find elsewhere. She also worked to cultivate support and build relationships with those who would advocate for the library if it were threatened again. In addition, she quietly and confidently began reinvigorating the library's leadership role as the *library's library*.

With Walsh, the WSL vision changed to something simple, concrete, and actionable: "To ensure that Washingtonians have access to the information they need today and to the history of Washington for tomorrow."²⁰ Under Walsh's leadership, the library looked beyond serving only state government to serving all citizens. It now is less isolated, having created better relationships with the state library community. It is becoming a cultural center, with regular presentations and cultural programs.

Walsh said her vision was to "turn over the rocks and deal with the problems," to not be satisfied with just fixing easy problems but instead systematically tackle the chronic problems that can hold an organization back. She also pays attention to the obvious and takes action. For instance, once the library moved to its new location, occupying three floors of a cold, non-descript office building, she had a new reception desk built on the first floor, staffed by friendly, helpful people. That human touch replaced what was an empty space with a dark sign directing patrons to the elevators to the library collections on the second floor.



Conclusion

Many things converged to force WSL to change. However, visionary leadership from within was necessary to start and maintain a transformation. Curiously, Walsh conceded she had not planned to be a director, or even a change agent, until the institution she loved was in jeopardy. Her experience is an example of the job finding the right person rather than the other way around. Walsh restored the relevancy of the state library and inspired new vision and hope, perhaps for all public libraries in the state.

The lessons learned here are for all state libraries and political leaders. State libraries are invisible to many, and possibly endangered. Libraries must market their services, promote their value, focus on the information needs of their constituency, and offer things unavailable anywhere else. The 2001 WSL study should have been a red flag to the library because someone else was redefining its role and function. This is the responsibility of the leadership, the caretakers of the organization.

And, clearly, the governor failed to make the changes he wanted. He should have taken more time to learn more about the WSL before trying to eliminate it. But ignorance of its mission and

underestimation of its potential were not entirely his fault. The library had perhaps taken for granted that the value of the library would be obvious to anyone.

Jan Walsh and Secretary of State Sam Reed and others turned closure and budget cutting into an opportunity to remake the library. Walsh's lesson was "that a passion for what you are trying to save is critical." For her, professional commitment is just not enough. "Perhaps," she said, "some could accomplish change in an organization or on an issue for which they have no passion, but I certainly could not."

What the WSL learned is applicable to any low-profile organization: keep to a vision, make relevance a priority, and plan for the future. **SLA**

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- ¹⁵ Callaghan, P Locke misjudging value of state library. (2001, Dec. 30.). *The News Tribune*, p. B1.
- ¹⁶ *ibid*
- ¹⁷ *ibid*
- ¹⁸ *ibid*.
- ¹⁹ Washington State Library five-year strategic plan, 2000-2004. Washington State Library.
- ²⁰ Retrieved March 11, 2008, from Washington State Library Vision, Mission and Purpose. Web site: <http://www.secstate.wa.gov/library/aboutus.aspx?c=mission>.

DUANE MCCOLLUM graduated from the University of Washington information school with a master's of science in information management in 2004. A life-long student, he is currently in the Master of Public Administration program at The Evergreen State College, Olympia, Washington. He lives in the Seattle area and works for The Boeing Company.



EPA Libraries Coming Back

FOLLOWING AN OUTCRY OVER CLOSINGS, THE FEDERAL AGENCY WILL REOPEN ALL SHUTTERED FACILITIES, STAFF THEM WITH INFO PROS, AND MAKE THEM AVAILABLE TO THE PUBLIC.

All Environmental Protection Agency libraries that were closed in budget-cutting actions will reopen by the end of September, the agency says in a report to Congress.

Regional libraries in Chicago, Dallas, and Kansas City, plus the headquarters repository and chemical library in Washington, D.C., will reopen for walk-in or appointment use at least four days a week—with professional librarians at each site, the agency pledges.

EPA officials discussed the report in a conference call with SLA and other interested organizations the day after it was released.

"I am thrilled to learn of the EPA's plans to reestablish the collections, as well as appropriate library staff, at the closed libraries before the end of the year," said SLA CEO Janice Lachance. "This kind of thinking and planning is exactly what we expected would come from extensive efforts by SLA staff and members to bring about a turnaround on this issue, and I think that EPA is currently moving in the right direction."

The report lays out the general approach EPA plans to take for each library location to reopen, and establishes operational standards applicable to all libraries in the EPA network. Specific site plans are still in the works.

For all the libraries, the EPA has established the following guidelines, which are quoted here directly from the report:

- Libraries must provide adequate space and resources to accommodate in-person interactions between library staff and patrons. This includes separate workstations for library staff and patrons, including EPA staff and the public. Workstations must provide a computer with appropriate software for access to electronic resources and EPA's digital collections, along with printing and copying capabilities.
- Libraries must establish and maintain an on-site collection of materials developed and tailored to meet local/regional needs. Library facilities must provide appropriate shelving for library collections. Initial acquisition of core collection materials will be through FEDLINK services offered by the Library of Congress.
- All libraries will be staffed by one or more library professionals with appropriate expertise and experience to provide services to EPA staff and the public via phone, email, or in person.
- The libraries must provide access for EPA staff and public patrons at least four days per week on a walk-in basis or by appointment during core business hours. The mecha-

nism for public access to the library and its resources may vary to some extent, depending on local facilities and security requirements of individual sites. Some sites may be open for walk-in public access while others may require access by appointment.

- All libraries will meet standard service requirements and will provide core services of reference/research assistance and interlibrary loan/document delivery.
- Libraries may enhance their local service offerings through agreements with Lead Service Centers, designated network libraries with expanded capabilities to provide services. The service centers can assist with reference and research assistance, as well as some of the technical aspects of library operations such as cataloging and interlibrary loan/document delivery, which can be done more efficiently from a central model.
- All libraries will follow network procedures on various library services. These procedures are being finalized and will be implemented to ensure that all EPA libraries maintain or exceed standard service levels in accordance with library best practices.

According to the report, "Over the next few months, we will continue to



engage affected stakeholders (including our employee unions) as we finalize our specific plans for each library. The Agency is committed to working with its employees and outside parties on its future digitization plans (based on the third party review), a customer needs assessment, and long term strategic planning efforts.”

SLA Participation

EPA has also requested that, because it is a major stakeholder in the success of the libraries, SLA and its members continue to provide counsel as part of a workgroup that will review the proposed digitization strategy and provide feedback on the agency’s next steps.

Lachance said, “SLA members, information professionals armed with knowledge and skills of current and most effective practices, are precisely the experts that need to be at the table as these matters are being discussed. I am glad that EPA will be taking us up on our offer of assistance, and we will do all that we can to ensure the strategic plans for digitization of the Agency’s collections are in line with their stated mission of providing the public with access to the vital environmental information they need when faced with important decisions.”

SLA was the first library organization to publicly express concern with the actions of the EPA when the association heard the news in February 2006. As the EPA moved to begin reorganizing the network of 26 EPA libraries and information centers across the United States, SLA denounced the proposal to close EPA libraries.

“SLA is gravely concerned with the proposal in the Bush Administration’s FY2007 budget to close the network of ... libraries and information centers within the U.S. Environmental Protection Agency,” Lachance said at the time. “With this proposal, EPA’s leadership is making it more difficult for the agency’s policymakers and the public to leverage the extensive knowledge found in high quality, accurate information to make important decisions on our nation’s environment, potentially compromising the public’s health.”

The following August, SLA denounced EPA’s decision to close libraries before Congressional action. Later in the year, Congress began to take action calling for the Government Accountability Office to look in to the closures.

The EPA continued closing its libraries and started to sell furniture and other assets in its library in Chicago. In November 2006, Democratic senators and one Independent wrote to

appropriators asking that the EPA be directed, through the budget process, to maintain physical access to its libraries while the public had an opportunity to comment on planned closures. The letter referred to requests made by SLA and other organizations.

In January 2007, the EPA agreed to stop closing libraries without further consultation.

In March of this year, only two weeks before the EPA released its report to Congress, the GAO published its review of the library closings. The GAO report said the EPA had not adequately consulted agency staff, outside experts, or stakeholders before undertaking the reorganization, and had failed to take into account the needs of the public to have access to EPA materials.

The GAO report had been requested by the U.S. Senate Environment and Public Works Committee a year earlier, following an outcry by the public and the library community over the destruction of documents and restriction of access to public health information contained in EPA libraries.

At the request of the GAO, SLA staff participated in the investigation to voice the concerns of the specialized librarian community.

With the release of the GAO report, Lachance said, “We believe that this is another step along the right path, and we look forward to continuing our open dialog with EPA on recommended next steps as they move in a better direction to improve, rather than hinder, the ability of scientists and the public to gain access to vital environmental information and data.” **SLA**

Background and Reports

- EPA National Library Network Report to Congress (26 March 2008), www.epa.gov/natl libra/documents/Library_Report_to_Congress.pdf
- Information on EPA’s National Library Network, www.epa.gov/libraries
- A history and timeline of SLA’s involvement in this issue is available at: www.sla.org/content/SLA/advocacy/EPA/epaupdate.cfm

From Corporate Librarian to Business School Resource

FORMER SLA BOARD MEMBER SUSAN KLOPPER HEADS THE GOIZUETA LIBRARY AT EMORY UNIVERSITY.

BY FORREST GLENN SPENCER

It is believed that leaders are developed, not born and bred. There is no genetic code within them. Leadership is derived from education and experience, from working with a team. Leadership can take a team to new levels where it can prosper further.

Take the example of Roberto C. Goizueta, the one-time chairman and CEO of the Coca-Cola Company. This Havana-born man was honored and admired for his innovative management style and effective leadership, demonstrated by his success in transforming the soft-drink firm into a key player in the global marketplace and making it the giant that it is today. In 1994, three years before Goizueta's death, Atlanta's Emory University named its Business School after him and took on his message of educating "principled leaders for global enterprise."

SLA leader Susan Kloppe is the executive director of the Goizueta Business Library at Emory. Its chief for nearly three years, she has been with the library for more than five. A self-described corporate librarian, Kloppe is one of those information industry professionals who

have been fortunate enough to find herself connected with organizations in which leadership skills are valued, and her life experiences have made her one of SLA's most admired leaders.

Prior to joining the Goizueta Library,

Kloppe was the director of Arthur Andersen's Business Research Center for 18 years. She began her career with CNN in 1984, only a few years after entrepreneur Ted Turner launched the new network. Besides her long-time

Susan M. Kloppe

Joined SLA: 1981

Job: Executive director, Goizueta Business Library

Employer: Emory University

Experience: 24 years

Education: BA, University of North Carolina, Chapel Hill; MS and MLS, Southern Connecticut State University

First Job: Assistant curator for education, Rhode Island Historical Society

First LIS Job: Corporate Librarian, Turner Broadcasting/CNN

Biggest Challenge: Articulating our value proposition through the lens of our customers.





Susan Klopper teaches a class on Wall Street analysis.

membership with SLA, she remains an active speaker and writer on business research and management.

At Emory

"We are the business library of our business school and our alumni," Klopper said. "Our number one priority is to ensure is that everything we do is aligned with the business school's strategic goals and direction."

Klopper manages a team of seven professionals. She focuses on strategy and leading her team, but she also is on the front lines, serving as one of the five business librarians. Klopper and her team handle about 1,000 clients, including faculty, staff, and students, plus alumni. The Business Library is located within Emory's 60,000-square-foot Robert W. Woodruff general library. The library and the business school are found in a lush residential area of tree-lined streets and winding roads that define the Druid Hills neighborhood.

"We have our own distinct space within the Woodruff library," Klopper said. "We subscribe to 80-plus elec-

tronic databases specific to the business marketplace. What distinguishes our databases is that many are commercial desktop products. We try to expose the students to the resources that they will use in the real world." These e-resources include Thompson ONE Banker, Bloomberg, Mintel, Hoover's Online, eMarketer, and SRDS.

As in any library, Klopper and her team recognize that they must meet their customers' needs through marketing. They understand the need for outreach throughout the school year.

"In one capacity or another, we are involved in the orientation process for all the undergraduate and graduate programs. We are also invited into the classroom by faculty to prepare the students for their research projects, and we teach open enrollment classes throughout the year—some in the library, some at the school. We offer a series of 'business-essential' research classes to the BBA's, which focus on competitive business resources and rigorous research strategies.

"We do consultations—both one-on-one and with project teams—and

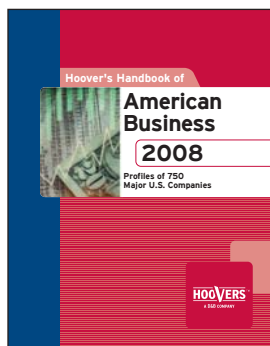
actively engage with the students via our 'Ask a Librarian' conference and the various class and club conferences. These conferences are extremely important for positioning us in the many virtual spaces in which the students and their faculty dialog."

Klopper said it's essential for her team to work together collaboratively and creatively. It's a fundamental principle of the business school's educational platform, and her library echoes that focus. She stresses that their success is directly tied to their ability to understand who are customers are and what they value.

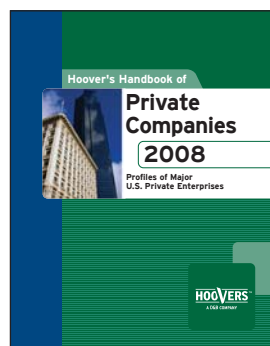
"It's this knowledge and awareness that ensures that the team both meets and exceeds student and faculty expectations," said Klopper. "Success requires that we bring innovation and out-of-the-box thinking to everything we do. It also means taking lots of risks. We hold reference desk hours—not only in the library, but at a variety of spaces within the school's footprint. One of our challenges is, as the saying goes, 'out of sight, out of mind.'

"It's critical to our success that our customers use our services and not for-

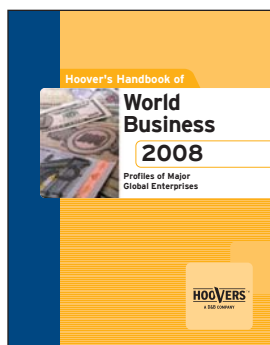
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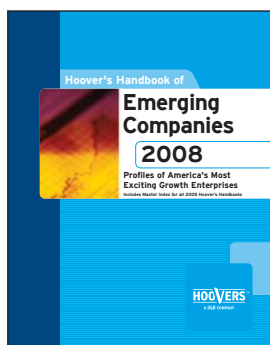
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get that we're here; in a very literal way, we need to be in their face. We face a daily challenge of reinforcing that we are part of their team, part of the Business School's community. Not being located physically within the school definitely forces us to work harder making connections and creating relationships with our customers.

"To overcome that, we 'hang our shingle,' laptop in hand, at the program offices suites and at the school's career management center. We even set up shop at the school's Einstein's Café, a popular student dropping-by spot. Wherever our customers live, physically and virtually, we need to establish a vital and relevant presence. The team also makes sure to attend town hall meetings, speakers' series, and other events. We also try to sponsor or co-sponsor a variety of events—all ways of reinforcing our brand and our presence as part of the team."

Klopper reports to the Emory vice provost and director of libraries. Her team has a very strong partnership with the school and has consistently demonstrated value. Her business library maintains its own budget, which Klopper noted allows a desirable amount of flexibility in how funds are used. While being fiscally responsible to the school, she knows that she must always be able to demonstrate and reinforce the library's value proposition.

"We conduct customer surveys regularly. Beginning this year, we are undertaking a comprehensive assessment program that is more strategic than in the past, which will yield both quantitative and qualitative data across all our products and services and communities supported across all the programs and academic areas. That level of consistency of data of has been lacking in the past and so we are focused on filling those gaps now. Our customers are very happy with the level and quality of services that we provide, but we must always continue to evaluate, reassess, and improve on an ongoing basis."

One goal of this assessment initiative is to better understand what valued products and services the library is not providing; in other words, to learn

what the customers most value. "I am anticipating there will be some surprises in the findings, which could provide us with some extraordinarily exciting opportunities for redefining ourselves and, most importantly, how our customers view us. It could mean a whole new value proposition."

At Arthur Andersen

Prior to coming to Emory, Klopper was with the accounting firm Arthur Andersen for 18 years. She started managing the corporate library in the Atlanta office in 1985.

"When I started we had a pretty substantial print collection," Klopper recalled. "Over the years, it was steadily augmented with electronic resources, but, surprisingly, a robust collection was still occupying the shelves even during the final days of the firm. Some of that was attributable to the need for older accounting and tax materials necessary for client research that were not then, and even now, available electronically. The persistent existence of print resources was also due to the combination of awkward search interfaces that were unable to fully replicate the CPA's research methodology and a generation of managers and partners accustomed to—and extremely adept—at conducting research manually."

Klopper managed a team of three librarians and two technical services staff. It was at Arthur Andersen, in fact, that Klopper learned the necessity of wearing multiple hats.

"I managed the library. I was doing a considerable amount of marketing. I was also in the trenches. There's a theme from a professional standpoint that works best for me. My belief is

you've got to stay as close to your customers as possible if you're going to make the right strategic decisions for your department, understand the challenges your team is facing, and deliver consistently exceptional products and services to your customers. Being able to wear all these hats—as schizophrenic as it sometimes seems—fit my personality and work style. I'm very lucky to have found two jobs that allowed me the freedom and flexibility."

But what are the challenges in a job that motivates an employee to continue working for one company for 18 years in these days when job hopping is a norm? A regular paycheck is necessary and comforting, but a librarian in any specialty needs to be challenged. Klopper is no different.

"There were so many things that kept me at Arthur Andersen," she said. "When I went into library school, I already knew I wanted to be a corporate librarian. [Arthur Andersen] was a very exciting company to be a part of and I discovered that I enjoyed working for a large organization."

"There was a tremendous amount of diversity. We had clients in every part of the world and in every industry you can imagine. You never knew from moment to moment what you were going to be asked to do. You really had to stay on your toes. It was a great environment for researchers. I learned early on that if you're going to survive in a corporate environment—or any environment for that matter—you have to know who your customers are. You have to get out there and talk to them and demonstrate your value and be willing to take a lot of risks. I found that it really suited me. I had great bosses who entrusted me with the freedom to try new things. I discovered

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Susan Klopper helps an alum from the Executive MBA program with career research.

that I thrive on the pressure of working on tight timelines. It was a good fit for me. When I think back on it, there wasn't anything I didn't love about the job."

But life changed at Arthur Andersen. The firm faced legal challenges in connection with the history-making scandal involving one of its clients, Enron. Klopper moved on, and she turned to her long-time professional friends at SLA for help in finding her next job.

"I made sure people knew I was on the market, looking for work," she said. "It took a while, but then Emory had an opening for a librarian with expertise in accounting and financial research, which of course after all those years at Andersen I had. We adapted the position to incorporate the experiences and strengths I brought to the table, in particular developing strategy and marketing. My first job was manager of research services. I held that position for about three years and then I had the extraordinary opportunity to move into my current role as executive director."

Library School

When Klopper attended library school, she was one of the few in her class who had never worked in a library. Many in her program had been functioning as para-professionals or even in a profes-

sional capacity but had never gotten their degree.

"I had never worked in library in my life, so I decided I should pursue a few internships and get some live experience in preparation for job interviews. I pursued an internship at the now-defunct Southern New England Telephone Company in New Haven, my first exposure to a corporate library. I was also interested in hospital medical librarianship and was able to secure an internship at New Haven's Veteran's Administration hospital. The head librarian at the VA was phenomenal and a great role model.

"What I observed and experienced during that internship was profoundly influential in the formation of my philosophy of librarianship. Hospital library teams are all about getting into the trenches. That was the very beginning of my understanding of the importance of figuring out who your customers were and understanding what they needed. I discovered that I loved all the many challenges of figuring that out—and I never looked back."

After graduating, Klopper landed a job as the corporate librarian at the then-very young CNN. It was the perfect first job for someone interested in becoming a research librarian.

"Talk about being in the trenches and

on the firing line. I remember sitting on the phone with one of the reporters soon after the bombing of the second U.S. embassy in Beirut. Within literally minutes, I had faxed (pre-Internet days!) all the pertinent news stories and historical facts across the world. I learned to think fast and move fast. And I loved it. Twenty-plus years later, that has not changed."

With SLA

Klopper first joined SLA in the early 1980s while in library school. She was a member of the Mid-Atlantic Chapter before it became the Georgia Chapter and held several leadership positions, including president. She is also a long-time member of the Business and Finance and Leadership and Development divisions. She has twice served the SLA's Board of Directors. Her leadership within SLA has been long recognized.

"I think the association's Nominating Committee seeks out individuals who have had some leadership experience within the organization," Klopper said. "The committee looks for people who demonstrate a commitment to the association and an understanding of how SLA works. I had followed what is considered a traditional path as chapter president and division chair. I also chaired the Minneapolis Annual Conference Planning Committee and became an SLA Fellow. I guess the nominating committee thought that I had demonstrated the competencies and skills that would be useful to the board."

Klopper recently completed her second term on the board as a three-year director. She said it is all about looking ahead and setting strategy and direction for the association.

"As a director, my responsibility was to take a broader, strategic view. Certain positions have very targeted roles, such as division and chapter chairs. At the beginning of my most recent tenure on the board, [SLA CEO] Janice Lachance came onboard. It was a very exciting time, the beginning of a critical strategic shift for the association. It was the opportunity to be a part of that process, to have a real voice in influencing the

organization that motivated me to run for the board a second time.

“Over the past three years, the board has engaged in a lot of very interesting, difficult conversations, both with the other members sitting around the table and with the membership at-large. For me, the questions concerning what we want to be as an association—who our members need to be and what they need in order to develop and grow as professionals, and the role the association plays in helping them to be successful—are central to our existence as a thriving, impactful organization.”

As the association approaches its centennial, Klopper believes SLA is fiscally healthy and its headquarters is managed by the most capable team she has worked with since becoming active.

“There is still much work to be done, but there is some real talent sitting on the board right now—and a pool of talent to be tapped for future board roles. The ‘traditional’ path that I fol-

lowed up the SLA leadership chain no longer has to be the standard for future board members. In fact, in my opinion, if the association is to continue to redefine itself, it needs increasingly young, non-traditional thinkers to occupy those seats around the table. Not being so entrenched in association culture and process may be just what it needs to remain fresh and dynamic. I challenge future nominating committees and the membership to take all the risks necessary to ensure that we are not the same association we always have been.”

Klopper credits the association for the many positive ways it has influenced her library career.

“Professionally, the impact is huge,” she said. “My decision to become a corporate librarian and become active in SLA paralleled each other. I had never worked in a large corporation before; I was young and inexperienced. SLA provided me with a safe laboratory for trying new things and developing the

competencies that I needed in order to be successful in my work environment and in the association. I learned how to manage projects and teams, communicate effectively, to be an effective leader. I learned how to make presentations in a room filled with hundreds of people. I enjoy writing and SLA helped me to connect with trade journals and explore those competencies. I learned from the best of the best—people that I observed, those that I befriended, many of whom also were important mentors. All of this and more have been tangible benefits from my involvement with SLA.”

Becoming a special librarian wasn’t her first career choice, but it has become the ideal career. To this day, Klopper will tell you that she is still dazzled by all the possibilities that the information profession holds for stretching, testing, challenging, and pushing to the edges.

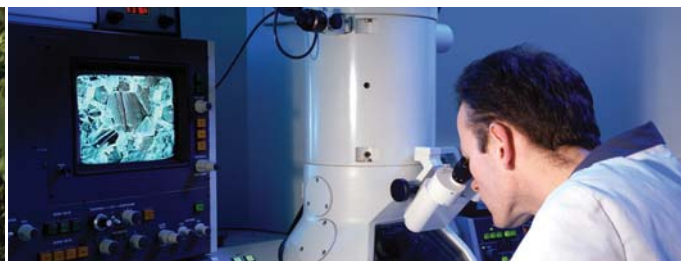
“That’s a tribute to the profession and to SLA. I consider myself very, very lucky.”

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SLA in Seattle: Explore the Emerald City

MEMBERS OF THE PACIFIC NORTHWEST CHAPTER SHARE THEIR FAVORITE SIGHTS, SITES, AND EATS. WASH THEM DOWN WITH A CUP OF SEATTLE COFFEE.

BY SUSAN J. BARNES, DEBORAH BUCK, DAN TREFETHEN, AND MARY S. WHITTAKER

The Pacific Northwest Chapter is delighted that SLA 2008 will be in Seattle next month! We look forward to welcoming you all to our beautiful home, nicknamed the “Emerald City” after its lush evergreen trees.

You’ll find that our downtown is pleasantly walkable, with the Convention Center and conference hotels in the heart of Seattle’s sights and shopping. The Free Bus Ride Zone makes it easy to hop on a bus to get from one end of downtown to the other and points in between. You’ll also find a great annual meeting program full of educational opportunities, networking events, and more.

By the way, it doesn’t really rain *all* the time in Seattle. Our reputation as a rainy city is somewhat unfair—after all, New York City, Atlanta, and Houston average more rainfall annually—but we have to admit that Seattle experiences frequent rain showers and cloudy days. Our average rainfall in June is about an inch and a half. While last year that translated into 10 days when there was

measurable precipitation, there were only five days when more than a tenth of an inch fell. The average daytime high temperature in June is 70 degrees, which means that the afternoons can be glorious but mornings and evenings can be chilly. So, plan to bring your sweaters and raincoats.

Indulge Yourself

Seattleites make up for rainy weather by enjoying everyday indulgences that give us a warm feeling. Here are a few of our favorite local treats.

Coffee and Espresso. With Starbucks having saturated most of America, where do you go for a special “Seattle” cup? Unfortunately, many of the best coffeehouses are in the Capitol Hill/Broadway area—a hike uphill from downtown—but there are a few places downtown that locals enjoy.

- **Monorail Espresso**, 520 Pike Street. The first coffee cart in Seattle, it was originally located under the Monorail

station at 5th and Pine. Now it is a sidewalk stand built into the Banana Republic store a block away. It’s less than three blocks from the Convention Center down the Pike Street corridor (toward retail shopping and the Pike Place Market). During weekdays, you’ll see Seattle’s famous corps of bike messengers get their shots here to power themselves up our hills.

- **Dilettante Mocha Café**, 400 Pine Street. You have to go inside Westlake Center on Pine Street between 4th and 5th avenues, but it’s worth it. You can get a “two-fer” here, your fix for both chocolate and coffee. Signature drink: Dark ephemere mocha. Read more in the chocolate section.
- **Uptown Espresso**, 7th Avenue at Virginia Street. Four blocks north of the Sheraton is a true Seattle coffeehouse. Warm wood and comfortable furniture fill this funky space, where you can watch the new Seattle streetcar roll by. Signature drink: the “velvet foam” latté or cappuccino.
- **Starbucks**, 1912 Pike Place. They’re

all over Seattle, plus there is a Tully's Coffee right in the Convention Center. But if you must visit Starbucks in Seattle, why not make it the first store (opened 1971) in the Pike Place Market, where there are always some buskers making music outside.

- If you're in the Capitol Hill/Broadway neighborhood, try Espresso Vivace, 901 East Denny or the sidewalk bar at 321 Broadway East, or Caffé Vita, 1005 East Pike Street,
- When you visit Pioneer Square, check out Caffé Umbria, 320 Occidental Avenue South for real Italian-style coffee.
- And for tea, there are two favorites in the Pike Place Market: Market Spice, 85A Pike Place, to the left of the guys throwing fish at Pike Place Fish, and the Perennial Tea Room, 1910 Post Alley.

Chocolate. The artisan chocolate movement has caught fire in Seattle. Get your fix at:

- The Chocolate Box, 108 Pine Street. This retail store near the Market offers wares from four local chocolatiers. One-stop shopping heaven.
- Rose's Chocolate Treasures, 1906 Post Alley. This small store features one-of-a-kind flavor combinations with chocolate. It's one of our Market secrets.
- Dilettante Mocha Café, 400 Pine

Street. Trailblazing Seattle chocolatier Dana Davenport obtained his first recipes from his great-uncle, who was imperial chocolate-maker to Emperor Franz Josef of the Holy Roman Empire. Now we can enjoy the chocolate that impressed the crowned heads of Europe. At the café inside Westlake Center, Pine Street between 4th and 5th avenues, you can enjoy the ambrosia of a mocha made with dark ephemere chocolate sauce, and take some truffles back to the hotel.

- Neuhaus Chocolates, 410 University Street. Near the Fairmont Olympic or other hotels south of the Convention Center, pop into Rainier Square and enjoy Neuhaus. There's also a Dilettante Mocha Café here. Decisions, decisions!
- Chocolati Café, enter on 5th Avenue between Spring and Madison streets. This is a hometown favorite chocolate café. The Seattle Public Library picked Chocolati to run the coffee/desserts stand inside the downtown library. So if you tour the new library, don't miss Chocolati.

Copper River Salmon. Seattle is known for seafood and we sometimes take it for granted, but this town goes a little crazy each spring when the first salmon arrive from Alaska's Copper River region. The

Copper is very long and cold, and the fish get plump and full of oil for the journey. Mid-June is towards the end of the season, but there will still be Coppers offered in the restaurants. It won't be cheap, but it may be the most flavorful salmon you've ever had. It's best prepared lightly so it is still moist, succulent, and will fall apart if you speak harshly to it. For more seafood recommendations, keep reading.

Indulge a Taste for Seafood

Here are some of our favorite restaurants for seafood, listed in order of approximate distance from the Convention Center. Each is quite different from the others; check the Web sites or the reviews on yelp.com. Reservations are accepted (with the exception of Chinook's), and in some cases they're advised; it's best to call ahead.

Downtown area

- Dahlia Lounge, 2001 4th Avenue, at the corner of 4th and Virginia (.4 miles from the Convention Center; www.tomdouglass.com/dahlia; 206-682-4142). Also visit the storefront Dahlia Bakery next door for desserts, breads, and seasonal lunch items to take out/
- Etta's, 2020 Western Avenue, a



half block north of the Pike Place Market (.8 miles from the Convention Center; www.tomdouglas.com/ettas; 206-443-6000).

- Flying Fish, 2234 1st Avenue, at the corner of First and Bell, four to five blocks north and one block east of the Pike Place Market (1 mile from the Convention Center; www.flying-fishrestaurant.com; 206-728-8595).
- Anthony's Pier 66, 2201 Alaskan Way, on the downtown waterfront (1.6 miles from the Convention Center; www.anthonys.com/restaurants/info/pier66.html; 206-448-6688). It features a panoramic view of Elliott Bay.

Outside of downtown (expect traffic during rush hour, but well worth the drive)

- Ivar's Salmon House, 401 NE Northlake Way (5 miles from the Convention Center; www.ivals.net/Salmon_House_Home/salmon.html; 206-632-0767). In the form of an Indian longhouse, with panels carved in the style of the North Coast tribes, it offers traditional alder-smoked entrees prepared in an open-pit barbecue. It's located on Lake Union, with view of the city skyline.
- Chinook's, 1900 West Nickerson Street (5 miles from Convention Center; www.anthonys.com/restaurants/info/chinooks.html; 206-283-4665). This casual, high-energy seafood restaurant is at Seattle's Fishermen's Terminal, the base of the North Pacific fishing fleet since 1913. Seating is on walk-in basis.
- Ray's Boathouse, 6049 Seaview Avenue NW (8.6 miles from Convention Center; www.rays.com; 206-789-3770). A Seattle institution, it has a bayside view of Puget Sound and the Olympic Mountains.

Go Shopping

Within walking or a short bus distance of the Convention Center, you will find many shopping opportunities from department stores to individual boutiques to enclosed malls.

As you navigate the city streets in search of the perfect gifts to shop for, remember this mnemonic that many



native Seattleites learned in grade school: **"Jesus Christ Made Seattle Under Protest."** This stands for all of the downtown Seattle east-west streets between Yesler Way and Olive Way/Stewart Street: **J**efferson, **J**ames, **C**herry, **C**olumbia, **M**arion, **M**adison, **S**pring, **S**eneca, **U**niversity, **U**nion, **P**ike, and **P**ine.

Seattle is the headquarters of many retailers with a national reputation and we take pride in their flagship stores, including Nordstrom (5th and Pine) for fine quality clothing, shoes, and gifts. Eddie Bauer Pacific Place Store (6th and Pine) for casual clothing for men and women, as well as outdoor and recreational gear; Ben Bridge Jewelers (4th and Pike) for fine jewelry and gifts.

At REI (Recreational Equipment, Inc., 222 Yale Avenue North) there is quality recreational clothing, plus climbing and outdoor sports gear. In the store, you will find a mountain bike test trail and an iconic, indoor, glass-enclosed, 65-foot climbing wall.

Sur La Table, in Pike Place Market, is a nationally recognized kitchen-themed store, which opened in 1972 in this location.

You don't have to wander far from the Convention Center to see all sorts

of nationally recognized retailers, such as Urban Outfitters, Barnes and Noble, Ann Taylor, Banana Republic, and NikeTown. For those seeking unique stores and boutiques, visit places like Arundel Books (1st and Madison), Seattle Mystery Bookshop (1st and Cherry), Rue (6th and Stewart), Baby & Co. (1st and Stewart), DeMedici Ming Fine Paper (1st and Seneca), and SAM Shop (the gift shop at the Seattle Art Museum, 1st and Union).

Notice that, in addition to individual stores you can see from the sidewalk, downtown Seattle has a variety of centers or malls for shopping and dining. Westlake Center (4th and Pine) features three stories of shops and, on the fourth floor, restaurants and a large food court. This is also the terminus of the Monorail, a one-stop ride to the Seattle Center (home of the Space Needle, Pacific Science Center and IMAX Theatre, Experience Music Project, Children's Museum, and many small gift shops).

Pacific Place (6th and Pine) is home to numerous shops, restaurants, and movie theater screens and is located very close to the Convention Center. City Centre (5th Avenue between Pike

A WALK DOWNTOWN WITH THE LOCAL

BY JANETTE SCHUELLER

Okay, full disclosure: The Local does live in Seattle but doesn't work downtown. Almost every Saturday for 25 years The Local and The Local Spouse have had breakfast at The Athenian in the Pike Place Market and then shopped for the weekly meat, fish, and greengrocer items in the Market, supplemented with flowers and sometimes gift items from the craftspeople on the main level or special olive oils or cheese from DeLaurenti's at the edge of the Market on the corner of 1st and Pike.

Downtown is a place for concerts and shows and dinners before concerts and shows, sometimes for shopping or changing buses. When I go to conferences in other cities, I always find time to just take a walk around the conference area, get a feel for what the city's core is like, fill in some time between sessions without actually going to a destination like a museum or library. But I don't do that in Seattle. What would it be like? I decided to find out. Come along for my walking tour, and then maybe you'll do a version of your own when you get here.

First, remember the city's orientation. The water, Elliott Bay, is to the west, streets run east-west, avenues run north-south, and "Jesus Christ Made Seattle Under Protest" is the mnemonic for remembering the order. The Convention Center is at 8th and Protest (a.k.a. Pike).

I'll start at the Market, which opened August 17, 1907, going straight down Pike toward the water. The main arcade is what you see in most of the pictures: the flying fish, the high stalls with fruits and vegetables, the farmers' tables, cut flowers. There are the crafts: jewelry, pottery, prints, photos, baby clothes, inlaid cribbage boards, belt buckles, silk scarves, honey, etc, etc, etc.

But there's another part of the Market I rarely visit, Down Under, the floors of shops under the main arcade. There are collectibles—one is devoted to animal creations only—and antiques, a wonderful magic store, local artists, printmakers,

imports from Egypt and Afghanistan, pottery from Poland, sweets, health notions, and potions. There is a palm reader. (Note: Many shops don't open until 11 a.m.)

Out of the underground now, across the cobblestones, by the original Starbucks, Beecher's Cheese, Sur la Table kitchen wares. Just by the Pike Street entrance, Read All About It is still there for out-of-town and local newspapers. To the right are more shops, including Pike Brewing Company and Tuuli Finnish gifts.

I walk back up Pike to the Convention Center and try another direction, east. Walking up Pike towards Capitol Hill isn't very interesting: businesses, auto dealers. I head back down on Pine, more boutiques and cafes, restaurants, Travelers, a source of Eastern food and occult supplies, and a café where a man sits sketching. A better choice might have been to head north on 8th to Virginia and then east to the REI (Recreational Equipment Incorporated) flagship store with its mountain bike test trail, gear-testing stations, and 65-foot climbing wall. I did walk by a small park on Pike I'd never seen: Plymouth Pillars Park, with a panoramic view of downtown.

So I've been west and east. Now I go north from Convention Place, deep into what the maps call the "Retail Core." I am struck by how many new "people" have moved into downtown: Louis Vuitton, Hugo Boss, Luly Yang, Eileen Fisher, the Brooks Brother, Ann Taylor, Escada, to name a few. Butch Blum, a local storeowner, is featuring Jil Sander, and at Barney's New York: Stella McCartney's new eco-collection.

We have several shopping destinations, all with various food options: Rainier Square, City Centre, Westlake Center.

When I get to Pacific Place at 6th and Pine, attached by sky bridge to the flagship Nordstrom, I realize one could spend an entire day within its confines. Have a pastry and coffee at Il Fornaio Bakery Café. Browse the books and magazines at Barnes and Noble. Shop at Nordy's (local

speak for Nordstrom), Williams Sonoma, Cartier, Tiffany, Chico's, Coach, Helly Hansen, Restoration Hardware, the Body Shop, J. Jill, l'Occitane, and more. Perhaps lunch at Gordon Biersch brewery, enjoying an onsite brewed German lager and a sandwich. Catch a new flick on the fourth floor at the 11-screen multiplex. Perhaps finish with an Italian dinner at Il Fornaio.

Last direction for The Local is south. From the Convention Center I walked through the Freeway Park, adjacent to the meeting center. A very urban park, this is best traversed in daylight, preferably accompanied. Came out on Seneca, walked over to Madison and up to the Sorrento Hotel at 9th. This is a boutique hotel with a circular drive and fountain. I step into the dim, dark-paneled lobby with heavy draperies. After contemplating a beverage in the lobby bar and remembering a lovely dinner in the upscale Hunt Club restaurant, I headed back out.

Stopped to admire the twin towers of St. James Cathedral on 9th between Marion and Columbia. Passed the swoop of the Central Library. At 4th my eye caught the sight of the elegant 1888 Rainier Club, a private club, adorned with its canopy, nestled on its green lawn, dwarfed by all the business towers surrounding it. (All along my path I have sighted Seattle's official city bird, the construction crane.) Soon a 41-story office building will loom over it.

Seattle has a lot of public art. Some that I pass on this walk: a Henry Moore bronze, Three-Piece Sculpture: Vertebrae at Safeco Plaza on 4th; Tom Wesselmann's Seattle Tulip, pink and green metal; Jonathan Borofsky's Hammering Man, a 48-foot high moving steel silhouette in front of the Art Museum at 1st and University.

I contemplate going back into the Market, taking the elevator down to the Waterfront and the aquarium. But no, it's been a long walk and The Local will head to the bus stop on 1st and Pine to watch the ferries crossing Puget Sound and catch the bus home. You can go back to your hotel now. **SLA**

and Union streets) is an easy walking distance from the Convention Center and is the home of many small shops and restaurants. Rainier Square (5th Avenue between Union and University) has Eddie Bauer, Z-Gallerie, Fox's Gem Shop, etc. Explore within the halls of the building for photos of historic Seattle and ride the elevator to the top floor to visit the Rooftop Garden park. Visit Century Square (4th and Pike) for Borders Books, Sharper Image, City Kitchens, and more.

Pike Place Market (between 1st and Western avenues and Virginia and Union streets) is slightly beyond the core of downtown, but only a few blocks from the Convention Center.

If you are looking for fresh fish or seafood (available to be shipped to your home) or fresh flowers, fruits, or vegetables, or local arts and crafts, this is a must-see while you are in Seattle. In addition to the open-air stalls promoting everything its ethnic and eco-



nomically diverse, there are many shops below the Market in the Arcade and stores along the nearby streets. Visit, for example, Ash Cache in the Market for gifts and souvenirs created from Mount St. Helen's volcanic ash. Or the Chukar Cherry Company for edible gifts made from dried cherries, berries, and nuts. These are just two examples of the wealth of merchandise to be found at the Market.

Pioneer Square (between 2nd and Western avenues and Columbia and South King streets) is in the historic center of Seattle. Visit, Elliott Bay Book Company (101 South Main Street), the largest indie bookstore in Seattle. Pioneer Square is the home of many art galleries and small boutiques. Spend some time strolling through the area or take a horse-drawn carriage ride here.

Seattle Waterfront (on Alaskan Way) is the home of many shops and tourist activities. Shops to go to include Ye Olde Curiosity Shop and Exclusively Washington at Pier 54, Simply Seattle at Pier 56, The Bay Pavilion at Pier 57 (many shops within), and the gift shop of the Seattle Aquarium. **Belltown**

(between Virginia and Broad Street along 1st Avenue) is the home of many small boutiques and art galleries, as well as delightful restaurants.

Chinatown-International District (between South Main and Lane streets and 4th and 8th Avenue South). Take a bus heading south in the free bus ride zone. Exit at South Main Street (the last stop within the zone) and stroll through the "ID," as Seattleites call the area. There are lots of small shops, including an herbal pharmacy and a fortune cookie factory, as well as an international bookstore called Kinokuniya (525 South Weller Street). Visit Kobo at Higo (602-608 South Jackson St.) or Uwajimaya's (600 5th Ave. S.), for instance, for quality Asian food and gifts. There is a spectacular food court here, where you can find just about any kind of Asian food imaginable, and more.

This has been just a smattering of the 1,800-plus retail stores in Seattle. Have fun exploring these and more while you are at SLA 2008! And if you have transportation to explore the surrounding areas, you can go to some of the outlet malls. Try these: Auburn SuperMall, about 25 miles south of Seattle, 100-plus stores, a food court, restaurants, and a movie theater complex; Factory Stores at North Bend, about 35 miles east of Seattle, 50-plus outlet stores; Seattle Premium Outlet Mall, in Tulalip, about 35 miles north of Seattle, This mall has 110 outlet stores, a nearby casino, and restaurants.



JANETTE (JAN) SCHUELLER is the supervisor of library services at Battelle Library Seattle at the Battelle Seattle Research Center. She is a member of the Biomedical and Life Sciences, Knowledge Management, and Transportation divisions, and the Medical Section. She can be reached at schuelle@battelle.org.

Enjoy Museums

There are a number of museums in Seattle, including:

Seattle Art Museum (one museum in three locations, www.seattleartmuseum.org). An expansion completed in 2007 more than doubled the gallery and public space of the downtown Seattle Art Museum (SAM), where 48 galleries exhibit highlights from its collection of African, European, Islamic, ancient Mediterranean, American, Australian, Oceanic, and Asian art, plus modern and contemporary art, textiles and decorative arts, and native art of the Americas. The exhibit *Inspiring Impressionism: The Impressionists and the Art of the Past* opens Thursday, 19 June.

This portion of the museum is at 1300 1st Avenue, at Union St., one block south of the Pike Place Market. It is open Tuesday to Sunday from 10 a.m. to 5 p.m. and Thursday and Friday until 9 p.m.

For major works of sculpture, views of Puget Sound and the Olympic Mountains, and a landscape of native Northwest

plants, visit the **Seattle Art Museum's Olympic Sculpture Park** (OSP), which teems with visitors of all ages. The Competitive Intelligence Division is hosting an OSP tour and lakes cruise on Thursday, 19 June, from 9:30 a.m. to 1:30 p.m. The OSP is at

2901 Western Avenue at Broad St. (a short cab ride from downtown or a half-mile walk due west of the Space Needle. It is open daily from one-half hour before sunrise until one-half hour after sunset.

The **Seattle Asian Art Museum** is a two-mile ride from the Convention Center. This *art moderne* gem was built in 1933 to house SAM's original collection. Now, the specialized collection includes more than 8,000 objects of Japanese, Chinese, Korean, Indian, and Southeast Asian art. A few steps away you will find the **Volunteer Park Conservatory**, a Victorian-style greenhouse built in 1912. The SAM is at 1400 East Prospect Street (in Volunteer Park). Hours are Tuesday to Sunday, 10 a.m.–5 p.m., Thursday until 9 p.m.

The **Experience Music Project/Science Fiction Museum** (www.empsfm.org) was built by Paul Allen (the other Microsoft billionaire) to house his collection of music memorabilia covering a wide range of music styles from the 20th century. Included are sound labs for practicing guitar, drums, or sound mixing skills, and a simulated interactive "on-stage" rock band experience.

The building also houses Allen's collection of science fiction memorabilia, with television and film taking center stage (complete with the original Alien Queen from the movie "Alien.") Also displayed is an impressive collection of science fiction and fantasy literature. The Information Futurists Caucus will host a trip to the science fiction museum Monday, 16 June from 5 to 7 p.m. It's located at 325 5th Ave N., at Seattle Center. Take the monorail from the third level of Westlake Center (Pine Street between 4th and 5th Avenues, \$4 roundtrip.) The Monorail passes through this sculptural, many-hued, Frank O. Gehry-designed building.



Hours are 10 a.m. to 5 p.m. daily.

The **Wing Luke Asian Museum** (www.wingluke.org) is scheduled to re-open 31 May in its new, expanded home in one of the Chinatown-International District's oldest, most historic buildings. The museum's Web site proudly points out that this is perhaps the only area in the continental United States where Chinese, Japanese, Filipinos, African Americans, Vietnamese, Koreans, and Cambodians settled together and built one neighborhood. The collection features artifacts, photographs, written records, and oral histories from the culture, art, and history of Asian Pacific Americans. It is at 719 South King Street. Board any southbound coach in the bus tunnel and get off at the International District station. Walk east along Jackson Street, and then turn right on Seventh Avenue. The museum is on your right. Museum's hours have not been announced.

Come to Seattle!

Where else would you want to be next month but visiting Seattle's Central Library (which has been called "the first library of the 21st century") and its beloved, retro, Jetsons-era Space Needle (built for the 1962 World's Fair Century 21 Exposition). Come here and drink some coffee, indulge in some shopping and good food, take some fascinating walks, visit some museums, and participate in a great 2008 SLA Annual Meeting. See you in Seattle! **SLA**

More Information

- Seattle Attendees Wiki (<http://wiki.sla.org/display/SEATTLEATTEND/Home>)
- Conference main site SLA 2008 (www.sla.org/content/Events/conference/ac2008)
- Conference events (www.sla.org/content/Events/conference/ac2008/Conference/events.cfm)
- Tours (www.sla.org/content/Events/conference/ac2008/Registration/tours.cfm);
- Conference blog (http://slablogger.typepad.com/sla_blog).

SURROUNDED BY HISTORY

When you look at the mountains and water visible from Seattle, you are seeing evidence of tectonic forces and their associated earthquakes and volcanoes.

Mount Rainier, that beautiful white peak towering just southeast of Seattle, is one of four potentially active volcanoes in Washington. Weather permitting, you'll be able to see Rainier from downtown Seattle.

Arriving by plane, you may see the line of snow-covered peaks that dwarf the rest of the Cascade mountain range. Those are the volcanoes. Mount St. Helens is the active one, about 170 miles to the southeast of Seattle. From the air, it looks like its top has been broken off (because it was, in 1980).



You can see the remains of glacial scouring when you look at Seattle's hills, at Puget Sound, and at Lake Washington. People have lived here for at least 4,000 years, and perhaps for much longer than that. Newcomers—Europeans—began to explore the Washington coast in the 16th century, and the Lewis and Clark expedition arrived in Washington in 1805.

With its early growth stimulated by the lumber industry, the city of Seattle was incorporated in 1869. The original "Skid

Road" is here in Seattle and was used to slide logs downhill to Yesler's sawmill (also known as "Skid Row," it is now known as Yesler Way).

Much of downtown burned to the ground in the Great Fire of 1889, but just a few years later, 1895-1897, the discovery of gold in Alaska and Canada's Yukon and Klondike valleys turned Seattle into a boomtown for the second time. Seattle's population had been less than 4,000 in 1880; within 30 years, the population had grown to almost 240,000. By then, Seattle had hosted its first world's fair to celebrate its prosperity and the American Messenger Service (later UPS) had been founded, as had Nordstrom (which began as a shoe store).

The Chinatown-International District began to grow as immigrants from Asia came to the Northwest to find employment. In 1914, Sears established its Northwest Catalog Distribution Center in a building that was, at the time, the largest west of Chicago. You can still see this building today south of downtown—it is now the corporate headquarters of Starbucks.

World War II and the subsequent expansion of the commercial aviation industry brought more bustle and expansion to Seattle. The city celebrated with its second World's Fair in 1962, which brought the iconic Space Needle.

With its typical boom-and-bust economics, Seattle's economy was very troubled by the 1970s (real estate agents put up a billboard that said "Will the Last Person Leaving Seattle – Turn Out the Lights") and then thriving again by the end of the 20th century with the arrival of technology and biomedical companies. In a flush of optimism, Seattle voters approved a "Libraries for All" bond issue to modernize its public library system and many neighborhood libraries have been renovated or rebuilt, including the famous and eye-catching Rem Koolhaas-designed Central Library.

—Susan J. Barnes

A SHORT LITERARY TOUR

BY VICKI VALLEROY



One of the top literary cities in the United States, Seattle has been the home to many writers and poets, including E.B. White, Jack Olson, Mary McCarthy, Luke May, Tom Robbins, Theodore Roethke, August Wilson, Jonathan Raban, Jon Krakauer, and David Guterson. Join us on a short literary tour as we explore sites that honor a few other well-known authors in this creative mecca.

The tour begins at the historic Eastern Hotel at 506 Maynard Avenue South in the International District. In the 1930s, the Filipino-American author, poet, and labor activist Carlos Bulosan (1913-1956) lived at the hotel. Inside the lobby is a memorial exhibit paying tribute to the history, experiences, and struggles of Filipino Americans in the first half of the 20th century. The exhibit includes the mural titled "Can You Read the Secrets of History in my Face?"—inspired by Bulosan's poem "The Shadow of the Terror." His masterpiece is "America Is in the Heart," which depicts the life of the Filipino migrant worker.

Not far from the Washington Convention Center on the corner of 11th Avenue and Olive Street is the Victorian-style Hugo House, a non-profit center for the literary arts. The founders named the house in honor of the poet Richard Hugo (1923-1982), who wrote about overlooked places. Hugo grew up in White Center, an area south of Seattle, and became one of America's foremost poets. From the 1950s

to the early 1960s, he worked as a technical writer for the Boeing Company. He published several books of poetry, a memoir, a highly respected book on writing, and a mystery novel. Among his most well-known books are *Death of the Kapowsin Tavern* (1965), *Good Luck in Cracked Italian* (1969), *What Thou Lovest Well, Remains American* (1975), *31 Letters and 13 Dreams* (1977), and *The Right Madness on Skye* (1980).

The tour's downtown leg ends in the Pike Place Market at Lowell's Restaurant where sisters Mary Bard Jensen (1904-1970) and Betty MacDonald (1908-1958) passed time. Mary penned the *Best Friends* series for girls and Betty wrote *The Egg and I* and the children's classic *Mrs. Piggle Wiggle*. They both lived in various homes throughout the city, including the Arcadia Apartments at 1222 Summit Ave.

In the book *Anybody Can Do Anything*, Betty describes the sisters sharing their bagged lunches at Manning's, which is now Lowell's Restaurant. "We took our

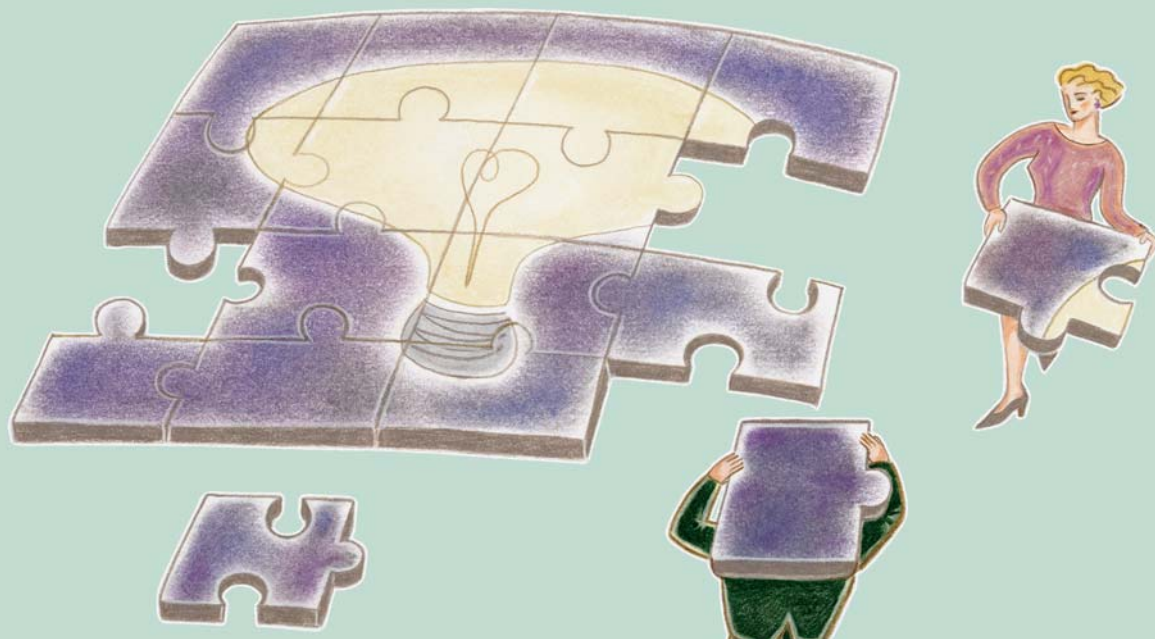
sandwiches, which we had brought from home ... and walked to the Public Market where for five cents we could get an unlimited number of cups of wonderful fresh-roasted coffee. The dining room was three flights up in the market loft, so we climbed the stairs, got our coffee, climbed more stairs and sat down at a large table by the windows ... commanding a magnificent view of the Seattle waterfront, the islands and Puget Sound."

Farther afield (via a cab ride or a trip on one of the Metro buses with a number beginning in 7) is the University Heights Center for the Community at 5031 University Way NE. This non-profit organization provides and promotes community programs, services, and activities in one of the oldest elementary school buildings in the state.

On top of the steel gateway is a bronze sculpture of 21 oversized books in the process of falling, opening, and closing and about 80 bronze pages in the process of blowing toward the nearby intersection. Look closely and read the excerpts taken from books written by local writers, such as *Indian Killer* by the Spokane/Coeur d'Alene Indian writer Sherman Alexie (1966-). He is the recent recipient of the 2007 National Book Award in Young People's Literature for *The Absolutely True Diary of a Part-Time Indian*.

If you come on a Saturday, enjoy the farmer's market, where you'll find local produce and crafts, although not as much as downtown at Pike Place Market. And if you do make the trek up to the University District, leave time to explore the University of Washington campus, with its lovely landscaping and two museums, the Burke Museum of Natural History and Culture and the Henry Art Gallery. **SLA**

VICKI VALLEROY, the president-elect of the Pacific Northwest Chapter, is a Web content and staff development librarian for the Boeing Company. She is a member of the Education, Information Technology divisions, and Technical Services and Digital Content sections. She can be reached at vicki.a.valleroy@boeing.com. Writers' biographical information is from HistoryLink.org, Online Encyclopedia of Washington State History, www.historylink.org, accessed March 2008.



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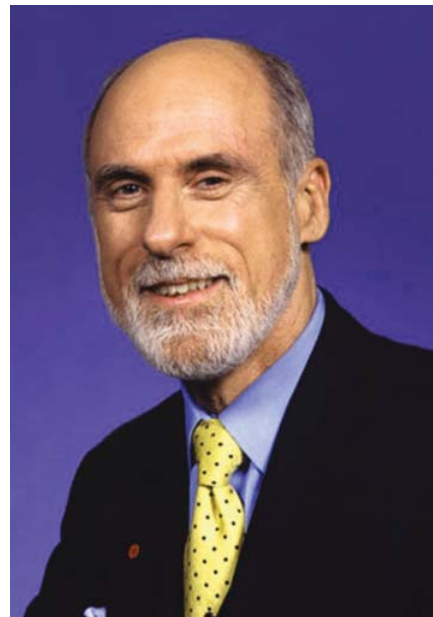
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An Internet Pioneer Talks about... the Internet



VINT CERF, AUTHOR OF THE CODE THAT MADE THE WORLD WIDE WEB POSSIBLE, IS ON THE AGENDA FOR SLA'S OPENING GENERAL SESSION.

Industry insiders called it a coup when Google lured Vint Cerf away from MCI in 2005. Cerf had led MCI's technology activities since 1982 (with a break to do research from 1986 to 1994). He was credited with taking the telecom onto the Internet.

Google wasn't desperate for talent, but Cerf was a catch. After all, he's the guy who invented the Internet. Okay, maybe not *invented*; "fathered" is the term usually associated with his name. At Google, his official title is "vice president and chief Internet evangelist."

Television journalist Charlie Rose will interview Cerf live and onstage during the opening general session at SLA 2008, Sunday, 15 June, beginning at 5 p.m.

Cerf and collaborator Robert Kahn wrote the 1974 paper that proposed a new networking standard, Transfer Control Protocol, or TCP, that was faster and more efficient than the rudimentary system then

in use. A few years later Internet Protocol, or IP (which routes messages), was added to create the familiar TCP/IP. In 1983, ARPAnet and the networks connected to it switched to the new standard—and the Internet was born.

More acronyms followed as the Internet, initially a Defense Department project, grew into the World Wide Web we are familiar with today. In 1991, Uniform Resource Identifiers (URLs), Hypertext Transfer Protocols (HTTP) and Hypertext Markup Language (HTML) came along—making it possible for the Web to move out of government and research offices and into offices and homes.

In 2005, Cerf and Kahn received the highest civilian honor in the U.S., the Presidential Medal of Freedom. It recognizes their work on Internet software code has put them "at the forefront of a digital revolution that has transformed global commerce, communication, and entertainment."

Also with Kahn, Cerf received the

Association for Computing Machinery's 2004 A.M. Turing Award, considered "the Nobel Prize for computing," for his achievements in computer networking. Cerf has worked on the Interplanetary Network, a project of NASA's Jet Propulsion Lab, which aims to extend the Internet into outer space for planet-to-planet communications.

In its biographies of executives (www.google.com/corporate/execs.html), Google's Web site lists other accomplishments:

Cerf was chairman of ICANN, the Internet Corporation for Assigned Names and Numbers, which coordinates the assigning of domain names, from 2000 to 2007—most of the organization's lifespan.

He served as founding president of the Internet Society from 1992-1995 and was on its board until 2000. He is a Fellow of the IEEE, ACM, AAAS, the American Academy of Arts and Sciences, the International Engineering

Consortium, the Computer History Museum and the National Academy of Engineering.

He has received numerous awards and commendations in connection with his work on the Internet, including the Marconi Fellowship, Charles Stark Draper award of the National Academy of Engineering, the Prince of Asturias award for science and technology, the Alexander Graham Bell Award presented by the Alexander Graham Bell Association for the Deaf, the Silver Medal of the International Telecommunications Union, and the IEEE Alexander Graham Bell Medal, among many others.

He holds a Ph.D. in Computer Science from UCLA and more than a dozen honorary degrees.

At the time he moved to Google, *Wired* magazine wrote that MCI's pending sale to Verizon (which was completed a few months later) wasn't the reason Cerf made the jump. Working at Google is "really my dream job," he told the magazine. (See www.wired.com/techbiz/media/news/2005/09/68808.)

Cerf recently answered a few questions from *Information Outlook's* Editor.

When you and Robert Kahn wrote your paper on Transfer Control Protocol (TCP) in 1974, did you have any idea what it would lead to?

In some abstract sense, yes we did. We knew that we wanted a technology that would really allow an arbitrary number of independently implemented packet switched networks to be bound into a common and interoperable system. And we even had some inkling of the applications thanks to the relative maturity of the ARPANET at the time that we were doing the Internet design and the existence of Xerox PARC, Ethernet and the Alto workstations and their applications. Keep in mind that the mouse, hyper linking, electronic mail and remote access to timesharing resources were all part of the ARPANET's application space. But I think Bob would agree that we did not anticipate the worldwide explosion of the use of the Internet.

As the Internet grew, what happened that you didn't expect?

The first really big surprise was the response to the Mosaic browser and HTML. The explosive implementation of the WWW and the avalanche of information that poured into the network took me by surprise. Then came search engines like Alta Vista, Yahoo! and Google. Next, devices on the net like refrigerators, networked picture frames, sensor systems. After that, the popularity of multi-user games and social networks.

Your job title with Google includes the words "Internet evangelist." As pervasive as it has become, why do you think the Internet needs an evangelist?

Yes, we only have 1.3 billion people online. There is much to be done to put the remaining 5.2 billion of the world's population online.

Like other communication technologies—going back to the first printing press—the Internet is making major changes in people's lives—and faster than all its predecessors. What lifestyle changes will the Internet bring next?

The "Internet of Things" is one theme you hear more about—many systems, appliances and sensors online and manageable. I think entertainment through the Internet is going to become far more pervasive and much more controllable by the consumers than traditional television, radio, and print media. New advertising information models are emerging that put users in charge. Collaboration on a grand scale with shared information bases and the emergence of "cloud computing" to say nothing of Internet-enabled mobiles will place the network squarely and up front in our daily lives.

Many SLA members spend much of their time locating, authenticating, analyzing, and disseminating information from a variety of sources—the Internet, subscription-based or licensed online information services, and so on. Services like Google have made locating information fast and relatively easy for anyone with a computer and a modem. As the

online tools become more sophisticated, what changes do you see in the role of information professionals?

Searching is still an art and librarians are better at it than anyone. We have major challenges with "bit rot" where digital information becomes uninterpretable due to the loss of the software to interpret the bits. Have you had problems displaying some JPEG images after an operating system upgrade? Can you still interpret spreadsheets made 10 years ago? What about early document formats? Cataloging of information, identifying meta-data (information about information) require some really deep thinking and I believe the library community is the only place that can tackle these kinds of problems.

What career advice would you give a young adult who is pursuing a degree in library and information science?

This person really needs to become very skilled in the philosophy of information storage and retrieval and cognizant of things like the bit rot problem mentioned above. Understanding the history of library science and the technology trends of the present will be helpful. Getting hands "dirty" with some experience creating information about information. Researching the problem of long-term object identification, storage and retrieval (think 1000 years not next year). There is still a great deal of research and development to be done to harness the wonderful possibilities of computing, networking, and digital processing.

What's in the pipeline at Google?

Well, we usually don't discuss things we are not ready to announce but you can expect a lot of attention to mobile devices and their information utility, further developments in integrating geographic indexing, maps, satellite imagery, other location-related information. Further exploration of video as a medium (e.g., YouTube) on the Internet, more tools for collaborative work, and evolution of the cloud computing that is driving a lot of what Google does today. **SLA**

Seth Godin, Marketing Guru... *Action Hero*



NOT EVERY MARKETING EXPERT HAS HIS OWN ACTION FIGURE, BUT GODIN DOES—AND HE'S JOINING SLA IN SEATTLE.

BY CYBÈLE ELAINE WERTS

Marketing guru Seth Godin is an accomplished fellow. He's the author of nine bestsellers. His books have been translated into more than 20 languages, and his e-books are among the most popular online. He is responsible for many words in the marketer's vocabulary, including permission marketing, ideaviruses, purple cows, the dip, and sneezers.

He was founder and CEO of Yoyodyne, a leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin worked as vice president of direct marketing at Yahoo! before leaving to become a full-time speaker, writer, and blogger. He holds an MBA from Stanford, and was named "the Ultimate Entrepreneur for the Information Age" by *Business Week*.

He will keynote the closing general session at SLA's Seattle conference, Wednesday, 18 June, beginning at 2 p.m.

Regular *Information Outlook* contributor and Godin fan Cybèle Werts wrote an article about the famous marketer. We couldn't fit it all into the print version of the magazine, but the longer story is online at www.sla.org/io. To paraphrase the *New York Times* motto, here's all that fit:

A few weeks ago contestant Jason Castro sang the song Hallelujah on American Idol (my secret vice). One of the judges noted the song was originally sung by musician Jeff Buckley. I'm an audiophile, but I had never heard of him. Still, the song was so moving that I went to Amazon.com and downloaded a copy for 99 cents.

Here's the interesting part: Buckley's version ended up selling 178,000 copies just that week, giving him his very first #1 song on Billboard's Hot Digital Songs list. Sadly, this was a posthumous success as Buckley had died tragically in a drowning accident in 1997.

I thought I was the only one moved enough to buy the song, but all over the

country people were doing the same thing. The reason all this happened is not because of the amazing power of American Idol, although that is certainly part of it. The moving force was in fact Jason Castro, an until-recently unknown ballad singer. Jason is so passionate about Buckley's music that instead of singing some familiar pop song, he picked something that hardly anyone knows.

Jason is an example of the beginning of an ideavirus, part of the New Marketing medium that Seth Godin talks about. That is marketing at its best says Godin, marketing that makes the best of how our economy and businesses have changed in the last few decades. The platforms in this particular case were iTunes and Amazon.com, but they could be many other things, most often using technology and the Internet, but not always. You can read more about it in Godin's free ebook, *Unleashing the Ideavirus*.

Godin explains New Marketing in the

context of his own Web site Squidoo.com, which has become one of the most popular sites in the country. Squidoo is a collection of “lenses.” A lens is one person’s view on a topic that matters to her. It’s an easy-to-build, single Web page that can point to blogs, favorite links, RSS feeds, Flickr photos, Google maps, eBay auctions, CafePress designs, Amazon books or music, and much more. When someone is looking for recommended information, fast, your lens gets him started and sends him off in the right direction.

Godin first tried to sell this idea of Squidoo.com to some big companies but that was a bust. “The lesson we learned at Squidoo was profound,” he writes “We stopped making business development deals that required senior managers to embrace our new platform. They won’t. They won’t because it feels too speculative and they have trouble grasping the texture of this medium. Instead, we’ve discovered that ‘real people,’ the folks who care enough to develop pages on their own time, are the ones who will lead their organizations into this new world.” Jason Castro is one of those “real people,” a passionate individual who marketed what he cared about; spreading his ideas; an ideavirus.

This is just one of the 14 trends in Godin’s latest book, and *Wall Street Journal* bestseller, *Meatball Sundaes: Is your Marketing out of Sync.*



There may not be another marketer around with his own action figure. Proceeds go to the Acumen Fund, a non-profit that seeks entrepreneurial solutions to global poverty.

CYBÈLE ELAINE WERTS is an information specialist for a national non-profit educational company and is co-editor of *Education Libraries*, the peer-reviewed journal of the SLA Education Division. She can be reached at cybelew@aol.com. Her Web site is www.supertechgirl.com.



A Couple of Trends

We don’t have room here to list the 14 trends or discuss all of his books, but we can sample a few to pique your interest in hearing his presentation in person in Seattle.

But first, let’s get back to our little story about that song and that artist that I, and probably a lot of other people had never heard of. You may recall that I had visited Amazon.com to download the song. Take a moment and think about 10 years ago, and where we went to buy music. It was likely a brick-and-mortar store like Tower Records. The question is: why didn’t Tower Records morph into what is now Amazon.com? After all, they were the people who were the best known in the area of music.

Now, I could also have picked up one of Buckley’s CDs on eBay, and so you might also wonder why Yahoo Auctions never became the online auction of choice, even though Yahoo’s online auction was established well before eBay. But have you ever heard of Yahoo Auctions? Probably not, because we’re all busy bidding on eBay.

Godin has an explanation. He writes: “Connecting one customer to another is what PayPal did, but American Express wanted to have more control, so they watched the opportunity go by, and eBay bought the company instead. This was a marketing decision from the start. AmEx is based on a top-down, centralized, Old Marketing model. They couldn’t see the PayPal opportunity, because the idea of growing by connecting one consumer to another makes no sense to them.”

In other words, New Marketing takes advantage of the Internet, and a new paradigm of looking at buying, purchas-

ing, and marketing. It’s not the formal, top-down, traditional and often paternalistic style of marketing that most of us saw growing up. Godin explains: “Many consumers spoiled by Amazon have a very hard time shopping at a ‘real’ store. They know they ought to be able to instantly search the entire inventory, to find relevant items in proximity to the ones they are already looking at, and to have every single item available for purchase at the same time in the same place.”

So here’s the good thing about reading Seth Godin, he’s likely to give me some information that will be fun to hear, because he’s fun to listen to. Look at the front of the *Meatball Sundaes* book and there he is in a chef’s hat.

The book itself illustrates two more of Godin’s concepts. One is the Purple Cow idea, which is that if you drive by a bunch of cows every day you’ll never notice any of them. But if you drive by a purple cow, you’re bound to notice it. *Meatball Sundaes* is so unusual looking that it is, itself, a Purple Cow.

Selling Himself

The second thing about *Meatball Sundaes* is that it’s short and easy to read, even though according to Godin, it is one of his longer tomes. He says, “What am I, Stupid? You would think I’d learn a lesson. My short books sell much better than my long ones. So why not make this book really short? Two reasons. First, because there’s a lot of juicy stuff here, tactics you can use right now, stories that can inspire change. Second, because I’m asking a lot out of you once you’re finished reading.” **SLA**

Cast a Wide Net(work)

A CAREER COACH AND CONFERENCE SPEAKER OFFERS A BIG CATCH OF IDEAS FOR MEANINGFUL MEETINGS IN SEATTLE.

BY MARSHALL BROWN

Building relationships, getting involved, letting other people know about what you have to offer, and developing a network are very important to your professional development. Networking does not occur easily for **a lot** of people, despite how it might look. Keep in mind, you need to do what is right (and comfortable) for **you**.

So here are some suggestions that I hope will be useful to you, despite the “whys” and “what ifs” you may have:

- Be authentic. Be yourself. Don't be concerned about what others might think (we know that is sometimes difficult, but you owe yourself to try it). Be real. Don't try to be the “want-to-be” you. Let people see and get to know you.
- Know what you have to offer. Begin conversations with people and tell them what you have to offer. Be bold! Be

fearless! Speak intelligently and have interesting things to say (about you, your profession, current events etc).

- Have a 30-second elevator speech ready. This is a quick marketing response for the question most often asked (but often not taken advantage of), “what do you do for a living?” Your response to this question needs to describe clearly what you can do for an employer and that you are currently seeking career opportunities. Remember, you are currently in a selling position, and you are the product. Why should someone hire you? What do you offer that others don't? As an executive, what successes have you had?
- Avoid closed-ended questions. Seek to get the other person to talk and then really listen. Instead of asking, “Do you know anyone who...?” ask, “Whom do you know that...?” This will allow for discussion and problem

solving instead of a one-word negative response that stops conversation.

- Use active listening skills. When the other person is talking, do not be considering your response in your head. Instead, just listen! Look into the speaker's eyes and give verbal and nonverbal clues that you are listening and understanding.
- Call someone you know and invite him or her to go with you. That way at least you will know one person and you won't be alone. Make a plan to meet two or three new folks. Make it into a game. “You meet two and I will meet two...that way we can introduce each other's two and know four.” Check in with each other during the event. Support each other and reward yourself for going to an event and meeting new people!
- If you are not comfortable with large events, start with some smaller networking opportunities. Maybe it

MARSHALL BROWN, a certified career and executive coach, has a passion for helping people find ways to live more fulfilling lives. As a coach, he helps people find their passions and encourages them to move ahead in reaching their goals. His first book, *High Level Resumes*, reflects his successful work with hundreds of job candidates. He is a past board president of the Washington, D.C. chapters of the International Coach Federation and the Association of Career Professionals International.





means getting involved with an association or group of folks where you can be on a council or committee. SLA chapters and divisions are good for this kind of networking. They tend to have smaller, more intimate meetings. Get to know some folks that way, so when you do go to the larger events, you already know people.

- Whatever you do, don't come across as pushy. People sense desperation and neediness. It doesn't work and doesn't engage people. Don't be overly aggressive, follow people around, or talk incessantly about what you have to offer. And don't just walk around passing your business cards out. This is **not** about how many cards you can pass out. It's about developing relationships with people.

Here is another tip: Great networkers not only go to events (small or large) to promote themselves. They also go to contribute something to the people they meet. Be sure to know what you can contribute and listen to what others need. Just as you might be going to an event for additional contacts, they might be too. Perhaps you have a great contact for them. Maybe you know of someone that can help them solve their problem. Share your information.

Consider how you might help others

you meet. The old adage, "what goes around, comes around" has proven to be true. You may not get immediate help, but others will remember that you helped them and will talk well about you. Your reputation will grow, and others will seek you out to help make connections and get information. Without a doubt, they will know whom to call when they discover your perfect job.

At a Conference

A number of my clients find networking at conferences to be a challenge. Below are some tips you may find useful.

- Be an active participant in seminar discussions—be willing to initiate, facilitate, or report on behalf of your small discussion groups.
- At the end of seminars that really interested you, ask the group if anyone would like to continue the discussion during a break or over dinner. Meet and talk more with anyone who indicates interest. Be willing to share what you know while respecting others' expertise and opinions.
- Find out as much about others' professional interests and expertise as you can without coming across as pushy.
- Exchange business cards afterward.
- Print stickers for the back of the busi-

ness cards you take to the conference that say, "We met at SLA's conference in June 2008 in Seattle." The recipients may not make a note, and your sticker will remind them how they know you.

- Write the topic you discussed on the business card before handing it over—again, this will jog the recipient's memory.
- Get other people's business cards, and link their contact information to your notes about their interests and expertise.
- E-mail the people you contacted the week after the conference to tell them how much you enjoyed the discussion (but don't ask for business or a job).
- E-mail them several weeks or months later with a question that interests you on a topic in which they have expertise—don't forget to remind them where you met. See if this develops into a conversation.
- For the people who would exchange e-mail, follow any paths that present themselves during your discussions that pertain to your long-term or short-term goals.
- Remember the exhibitors. Introduce yourself to selected exhibitors and let them know your interests. Leave a business card so they can help connect you with others with similar interests.
- Never eat alone. As much as you may want to re-charge, this is the best opportunity to make connections.

And most important, have fun. Look at the experience as a great way to meet new people, engage in conversations, and be passionate about who you are and what you have to offer. Set a goal. Challenge yourself.

Yes, it might be uncomfortable. And, yes, you might not have answers to all the "what ifs" before going into the room. But you know what? After doing it, you will know more about yourself. And what a wonderful gift that can be.

SLA

BOOST YOUR CAREER IN SEATTLE

If you want to recharge your career, look for a job, or get some one-on-one coaching, you'll have plenty of chances at SLA 2008 in Seattle.

Workshops

Selling Yourself and Your Skills

Monday, 16 June, 7- 8:30 a.m.

Does the phrase "sales training" conjure up visions of one too many run-ins with pushy salespeople? But 'sales' is not a bad word. Sales is listening for opportunities, building relationships, and marketing your value. We're all sales people at one point or another. If not, we should be. Sales training could help you land a job, secure vital business opportunities, or convince your employer to give you needed resources. Participants will hear how to take the best of sales management and apply it to their careers. Patricia Cia is the moderator; InfoCurrent Recruiter Tesse Santoro is the speaker.

SLA Career Connection:

Creating a Powerful Résumé

Monday, 16 June, 11:30 a.m.-1 p.m.

Are you marketing your skills and accomplishments effectively? Would you hire yourself? In today's competitive job market, your résumé needs to be powerful and stand out from the competition.

It needs to attract the attention of hiring authorities, showcase your relevant work background, and demonstrate that you have the right qualifications for the job. Brown will help you identify key work expertise and experiences and bundle them together to develop a résumé that projects your unique professional brand. He will also discuss important computer formats and the use of key words when submitting your résumé online. Career Coach Marshall Brown is the presenter.

Speak as if Your Career Depended on It

Monday, 16 June, 3:30-5:30 p.m.

Do you worry that what you say may be less than successful because of how you say it? Participants will learn and practice proven ways to convey confidence as they stand, sit, gesture, and vocalize. They will leave with techniques for speaking every day, face to face, on the telephone, before a group, behind the lectern, or at the boardroom table. The moderator is Holly Grossman, manager of information services at the Property Casualty Insurers Association of America. The speaker is Freelancer Sharol Parish.

SLA Career Connection:

Take Charge of Your Career

Tuesday, 17 June, 9-10:30 a.m.

Organizational life has changed and the

rules of career success have changed along with them. The good news is you are in charge. Whether you are in job search now or thinking about making a change, you must prepare yourself for the new world of work. You must learn how to market yourself, know what your skills are—and how to go about developing a job search strategy. Participants will learn eight principles to help them survive in the changing workforce. Career Coach Marshall Brown is the presenter.

One-on-One Coaching

Monday, Tuesday, and Wednesday of the conference, Brown will be available for private, individual career coaching sessions.

The sessions are scheduled in advance, on a first-come, first-served basis. Conference registrants should purchase ticket 640, 755, or 900 (\$30 for a 30-minute session); and receive a registration confirmation, then contact Shelves Suggs at ssuggs@sla.org to set up a meeting time. The deadline for scheduling an appointment is 30 May. Appointments will not be accepted during the conference.

Career Connection

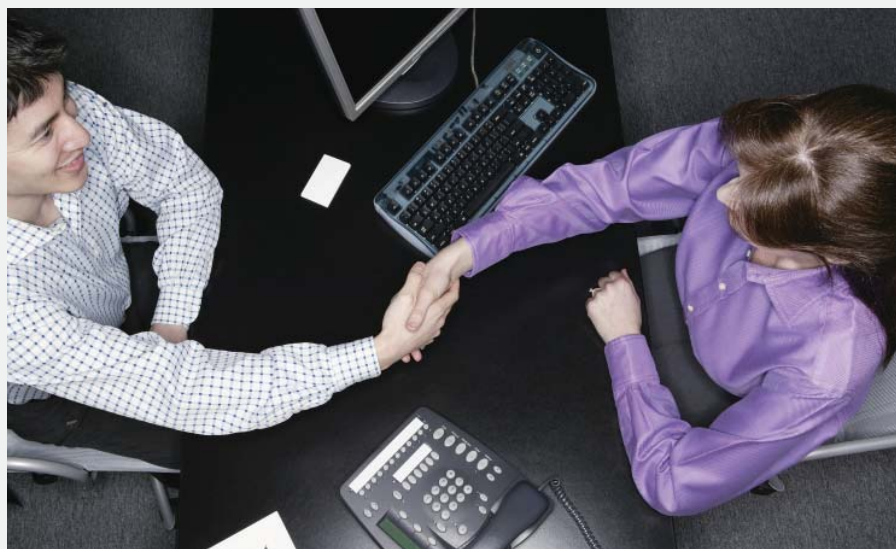
Whether you're a job seeker or an employer, Career Connection combines the power of the Web with the power of the face-to-face meetings.

Visit the site at www.sla.org/content/jobs/connection/index.cfm.

If a job description is marked with a distinctive "C" logo, the employer may be conducting interviews at the conference. Apply online and schedule your interview with the employer. Note that Career Connection is not a scheduling application. Instead, it works on the simple premise that employers and job seekers just need to "connect" with each other in order to set up a convenient face-to-face conversation.

The Connection will operate Monday, Tuesday, and Wednesday of the conference.

SLA





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Directories are going digital – get in on the ease and convenience with *Gale Directory Library*. A sophisticated platform lets users identify and cross-search reliable directories on companies, associations and more. And since you are acquiring digital collections rather than subscribing to a data feed, older editions remain in your possession, an advantage to users who want to compare recent data with historical information.

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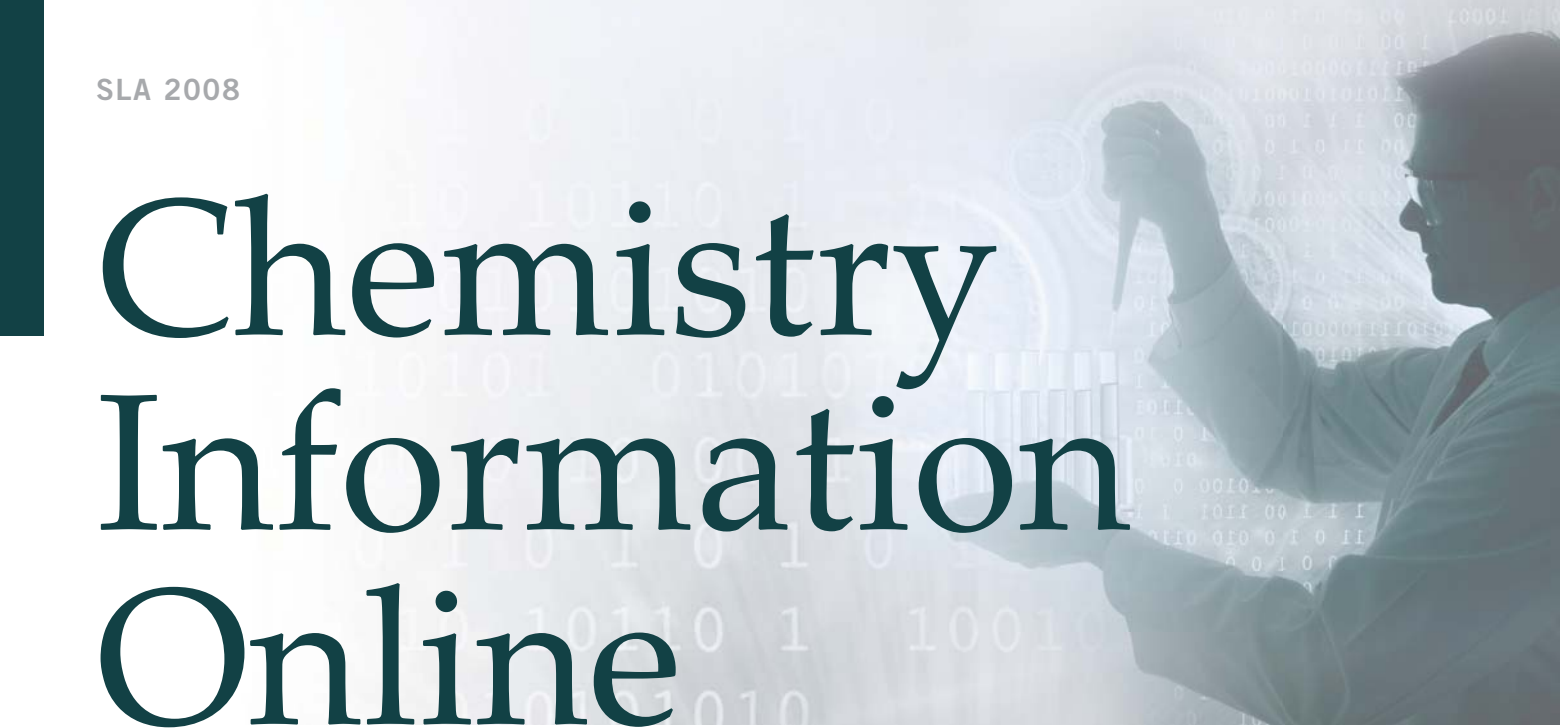
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Gale Digital Collections

The industry's most advanced technology opens the door to a wealth of rare, formerly inaccessible archival documents. In fact, nearly 500 years of international history is accurately digitized and easily retrieved. One such collection, *The Economist Historical Archive, 1843-2003*, is a must for scholars of business and politics who wish to track centuries of country reports, industry reports and regional trends.

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Chemistry Information Online

A QUICK GUIDE TO BORN-DIGITAL AND RE-BORN DIGITAL SOURCES—PART 1

BY SOPHIA GUEVARA AND LURAY M. MINKIEWICZ

There is a vast amount of chemical information resources available digitally, either through the internet or via online databases, both free and fee-based.

We selected a few of the newer Internet sites with almost exclusively freely available content, that is, those that were “born digital.” We also selected some chemical information resources that many science librarians would recognize as “classics” in the print versions, but are also available in online or Internet versions, that is, they have been “reborn” in a digital environment. Reborn resources such as these often try to combine the content of the print version with the special features that a digital version provides.

This review is not comprehensive, but provides a flavor of some of these types of resources. Due to space limitations, we will not review the many fee-based e-journals from publishers or aggregators.

Chemistry Search

Chemistry Spider,

www.chemspider.com

This site provides, at no charge, a repository of information related to chemical structures and other associated information. It includes more than 18 million chemical structures.

Science.gov,

www.science.gov/browse/w_129A.htm

Science.gov is a search engine for

government science information and research results. Clicking on the math, physics, and chemistry link allows users to concentrate searches in any of these three topics. Users can narrow searches within the chemistry and chemicals section using the following chemistry subtopics: analytical, materials, organic, inorganic, physical, photo, and radiation chemistry. There also are links to reputable chemistry resources.

PubChem,

<http://pubchem.ncbi.nlm.nih.gov>

This site provides access to information on the biological activities of small molecules. It is organized as three linked databases within the National Center for Biotechnology Information Entrez information retrieval system. These include:

1. PubChem Substance—Search chemical substance records using names, synonyms, or keywords.
2. PubChem Compound—Search chemical compounds using names, synonyms, or keywords.
3. PubChem BioAssay—Search via terms one would expect to find in the description of a bioassay of interest.

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LURAY M. MINKIEWICZ is supervisor, external content management, at DuPont Company Central Research and Development, in Wilmington, Delaware. She is currently the chair-elect of the SLA Chemistry Division and past president of the SLA Philadelphia Chapter.

Free Online Journals

ABC Chem,

www.abc.chemistry.bsu.by/current/full-text.htm

This resource provides free and partially free full-text journals in chemistry, compiled by Aliaksandr Rahoisha. According to the site, the directory is composed of peer-reviewed publications that provide at least one year of free full-text content or extensive free supplement coverage of printed papers.

Directory of Open Access Journals —Chemistry,

www.doaj.org/doaj?func=subject&cpid=60
The DOAJ offers visitors with access to quality controlled open-access journals. According to the site, the DOAJ aims to “increase the visibility and ease of use of open access scientific and scholarly journals, thereby promoting their increased usage and impact.” Searching for journals under the chemistry subject heading, we found more than 70 covering general, analytic, and organic chemistry, and chemical engineering.

Databases

Chemical Abstracts,

www.cas.org

The name of this resource provides a hint as to its comprehensiveness as a major resource for chemical information. Chemical Abstracts, published by Chemical Abstracts Service (CAS), a subsidiary of the American Chemical Society, is known worldwide as one of the main, if not the main, bibliographic abstracting and indexing resource for chemical information. CAS produces the Chemical Abstracts bibliographic database (CA File), the companion CAS Registry File of chemical substance information, and the CASReact File of chemical reaction information, the latter two providing chemical structure searching capabilities. SciFinder and SciFinder Scholar are two chemist-oriented interfaces to search these CAS files, while information professionals and expert or power searchers might prefer STN Express searching software as well as CAS's more recent visualization and

analysis tool, AnaVist. The CA, Registry, and CASReact files are all available on several database vendor host systems.

Scopus,

www.scopus.com

Recently Scopus, a multidisciplinary scientific bibliographic and abstract database produced by Elsevier, has emerged

as a Web-based resource for chemical information. Features in Scopus include citation analysis, an author finder, and a user-friendly interface, plus the automatic searching of several major patent authorities and relevant Web sources. Chemical structure searching is not available at this time. Scopus is available on a subscription basis. **SLA**

LEARN MORE IN SEATTLE

SLA 2008 attendees can get more information on chemistry and information science at several classes and workshops. Here are several:

CHEMISTRY FOR THE NON-CHEMIST LIBRARIAN

Saturday, 14 June, 8 a.m. - 5 p.m.

Information scientists with responsibilities for providing chemistry reference services should understand the structure and language of chemistry. This ticketed course (\$299 for SLA members, \$149 for student members) takes a hands-on approach to introduce learners to the five major divisions of chemistry, their basic principles, and the intellectual tools that chemists need to do their work. Judith N. Currano, head of the chemistry library at the University of Pennsylvania, will moderate and speak, with F. Bartow Culp, chemistry librarian, at Purdue University also speaking.

MORE THAN TOXNET: USING NLM'S ENVIRONMENTAL HEALTH AND TOXICOLOGY PORTAL

Sunday, 15 June, 8 a.m.-Noon

Toxic Toys. Phthalates. PBDE. Mercury. Our lives are filled with chemical exposures. How does one discover more about these chemicals? Participants in this Click U Live! course will learn how to access numerous databases in the National Library of Medicine's Environmental Health and Toxicology Portal. The ticketed program (\$229 for SLA members, \$100 for student

members) will convey the fundamentals of searching the NLM's TOXNET system of databases in chemistry, toxicology, environmental health, and related fields. Stephanie Publicker of the National Library of Medicine will be the instructor.

HOT SCIENCE TECHNOLOGY SAMPLER —NEW TECHNOLOGIES RELATED TO SCIENTIFIC INFORMATION

Monday, 16 June, 1:30-3:30 p.m.

This session will focus on demonstrations of new technologies that are likely to affect the flow and organization of scientific information, including HealthInfo Island on Second Life, Project Prospect produced by the Royal Society of Chemistry, and more. Sophia Guevara will moderate the session with speakers Richard Kidd, editorial production systems manager, Royal Society of Chemistry; Carol Perryman, project coordinator, alliance library system; Hilary Spencer, product development manager, Nature Publishing Group; Bob Stewart, senior manager, chemical and specialty information, Thomson Scientific; and Joshua Walters, librarian: access and interface, The Boeing Company.

CHEMISTRY DIVISION CORPORATE ROUNDTABLE

Wednesday, 18 June, 8-9:30 a.m.

Participants will discuss current issues and new developments in the field! Moderators will be Luray Minkiewicz, E. I. DuPont de Nemours Company, and Rachel Ellison, Ecolab, Inc.

E-Science, Cyberinfrastructure, and Modern Dance



THE INTERNET'S INFRASTRUCTURE IS STILL UNDER CONSTRUCTION. WHAT'S IN PLACE EASES COLLABORATION IN ARTS AND SCIENCES. AND INFO PROS NEED TO KNOW THEIR OPTIONS.

BY DAUREEN NESDILL

You make it to your seat just as the theater lights dims. The excitement of the audience is palpable. Large projection screens begin to come to life as music invades the space. Colors flash. Dancers appear before you, on the floor and virtually, on the screens. The movements of the dancers intertwine from screen to floor and back again. The strains of music lead the dancers in telling a story. The dancers come together touching hands and then disperse only to come together again. They are coming together—but not in the way we usually expect at a dance concert. Some of these dancers are in Florida. Some of them are in Utah. How do they do this?

At the University of Utah, modern dance and cyber-technology have come together to develop performances involving dancers working in different geographic locations. The audience is surrounded by performers who are actually in different cities, but appear to perform, interactively. The dance movements of each performer intertwine across the Internet with the movements of collaborating performers. For effect, a little graphic artwork is streamed into the space as the music leads the dancers around you.

This integration of dance and cyber-

technology is happening because of the collaboration between the University of Utah Department of Modern Dance and the Center for High Performance Computing (www.dance.utah.edu/technology/index.html). Together, they are participating members of ADaPT: the Association for Dance and Performance Telematics (www.dvpg.net/adapt.html). In addition to the University of Utah, ADaPT has five other member universities, Arizona State University; the University of California, Irvine; Ohio State University; University of Wisconsin, Madison; Florida State University, and associates in Europe and Latin America.

New Vocabulary

Cyber-technology is among the new terms competing to enter the controlled vocabulary of information professionals. Other such terms include e-science, cyberscience, e-scholarship, cyberinfrastructure, e-research, virtual science community, and collaboratories. The “e,” “virtual,” and “cyber” refer to the Internet. The science, research, and laboratories obviously refer to scientific research—working collaboratively over the Internet. Infrastructure refers to the nut and bolts, or more appropriately, the grids, portals

and middleware, that have been emerging in support of global, collaborative, scientific research ever since the establishment of the Internet in 1969.

It would appear that cyberinfrastructure has more to do with the sciences than any other discipline. For this article, “science” encompasses medicine, technology, and engineering in addition to the basic sciences. The term e-science emerged in the UK. Researchers there, as elsewhere, were moving away from working independently and increasingly working collaboratively as members of teams. Scientific research was becoming increasingly multi-disciplinary. This shift toward a collaborative, interdisciplinary approach necessitated an increase in the use of Web technology. John Taylor, the Director General of Research Councils, Office of Science and Technology (OST) proposed the term e-science in 1999: “E-Science is about global collaboration in key areas of science and the next generation of infrastructure that will enable it ... e-Science will change the dynamic of the way science is undertaken.”

In 2000, the UK allocated funding to OST to establish the E-Science Core Programme (Hey and Trefethen, 2002).

Across the pond in the U.S., a blue-ribbon panel led by Daniel E. Atkins, a



A telematic dance collaboration between students at the University of Utah (Ellen Bromberg, director) and Florida State University (Tim Glenn, director) in April 2006 brought together dancers from two campuses, performing in the same performance, in theaters hundreds of miles apart.

professor in the School of Information and a member of the Department of Electrical and Computer Engineering at the University of Michigan, published the 2002 ground-breaking report, *Revolutionizing Science and Engineering Research through Cyberinfrastructure*. A 2006 press release from the National Science Foundation announced the formation of the Office of Cyberinfrastructure to address support for cyberinfrastructure and named Daniel Atkins its first Director. This report stated: "Cyberinfrastructure refers to infrastructure based upon distributed computer, information, and communication technology. If infrastructure is required for an industrial economy, then we could say that cyberinfrastructure is required for a knowledge economy."

Government sponsored e-science initiatives are not limited to those of the U.K. and U.S. The government of Japan has funded the National Research Grid Initiative (www.mext.go.jp/english/org/science/37.htm). In Brazil the SINAPAD (www.lncc.br/sinapad/) project and in Malaysia the KnowledgeGRID Malaysia (<http://knowledgegrid.net.my/index.jsp>) project are organizing a cyberinfrastructure.

Governments, universities, and scholarly organizations are building infra-

structures worldwide. Communities of researchers, too, are coalescing globally. A quick Google search lists numerous conferences addressing the subject.

And let's not forget industry, where the cyberinfrastructure may be less visible for proprietary reasons. Industry is global and cyberinfrastructure provides a more efficient method of communication and collaboration. Mercedes Benz is partnering with the DAMES Project (www.cs.york.ac.uk/dame) to investigate new applications connected with their work (Hey and Trefethen 2002).

Scientific Background

The concepts of e-science emerged in the sciences first for a few reasons. Researchers in the sciences had already moved towards collaborative projects and

the research was more interdisciplinary (Karasti, Baker and Halkola, 2006). The high cost of some scientific instruments led to collaborative work. For example, the cancellation of the construction of the Superconducting Super Collider in Texas during the 1980s brought physicists together to use the resources at CERN, namely the Electron-Positron Collider and eventually the Large Hadron Collider (Atkins, 2006).

In addition, some science researchers are generating petabytes (peta is more than 1,000 megabytes) of data that can only be analyzed by supercomputers. Use of costly equipment by researchers across the globe, without having to leave their labs, is being facilitated by the establishment of cyberinfrastructure. Use of the cyberinfrastructure is also reducing the time it takes to travel and the amount

DAUREEN NESDILL started her career working in medical research, but moved on to study behavioral and chemical ecology at Auburn University in Alabama. A graduate library assistantship supported her through her MS and PhD programs. It also piqued her interest in library science. This interest led her to earn an MLIS from the University of Alabama in Tuscaloosa in 2001. She is the interim head of science and engineering at the J. Willard Marriott Library at the University of Utah.

of nonrenewable fuel being used.

According to the ACLS Commission on Cyberinfrastructure for the Humanities and Social Sciences report, *Our Cultural Commonwealth*, researchers in the social sciences and humanities have embraced cyberinfrastructure. The work in these disciplines involving the incorporation of the Internet to facilitate collaboration has been focused mainly on establishing digital libraries such as Project MUSE, <http://muse.jhu.edu>; ARTstor, <http://artstor.org>; PARADISEC (Pacific And Regional Archive for Digital Sources in Endangered Cultures), <http://paradisec.org.au/home.html>; and InterLex Past Masters, <http://library.nlx.com>. These digital libraries enable researchers to study and refer to these collections using Web-based tools. The William Blake Archive (www.blakearchive.org) is an example of a collaborative effort to enable access to Blake's works and artifacts even though they are housed in institutions located worldwide. Don't forget the work of the

ADaPT modern dancers

The term "grid" used in conjunction with e-science refers to the infrastructure enabling researchers to work globally. It is derived from the electrical utility term "grid," which refers to the system of power lines, substations, and transformers that provide electricity to consumers. Infrastructure, when working properly, should be invisible to the user. Today the electrical grid system can be considered invisible, but the infrastructure for cybercollaboration is still under construction. The incompleteness is noticed when it doesn't work or when new cutting-edge technology is implemented.

So how has cyberinfrastructure affected information professionals? Cybercollaboration is occurring using what is sometimes referred to as social software. Are there any academic or corporate libraries that do not use Web 2.0 tools such as blogs, wikis, Skype, Facebook, or Myspace? What about Microsoft's Sharepoint or Vignette's Unite? Video

conferencing is now facilitating many projects where participants live across the globe. Yes, participants do have to take into account the intricacies of the time zones, but once accomplished, video conferencing saves time, travel, and nonrenewable fuel.

SLA is providing its members with access to such social software as wikis, blogs, Survey Monkey, podcasting, video conferencing, SLA Online Libraries, and Click U Live! A new initiative of the SLA Public Relations Advisory Council is to develop information ethics guidelines. This endeavor will involve organizing town hall meetings among members of each SLA division. Since members are located worldwide, we can expect to be using social software tools to participate.

A mini symposium on cyberinfrastructure will be held during the 2008 SLA Annual Conference in Seattle. Come to the sessions. Learn and ask questions so you can be informed on this timely topic **SLA**.

A MINI-SYMPOSIUM AT SLA 2008

Four sessions on cyberinfrastructure are scheduled for SLA 2008.

Building Bridges

Monday, 16 June, 1:30-3 p.m.

The term "cyberinfrastructure" includes all subject areas, but it comes from the sciences. Lucille Nowell of the National Science Foundation's Office of Cyberinfrastructure will explain the concept, the work, and the future directions in which it may take information professionals. Daureen Nesdill, interim head of the Science and Engineering Library at the University of Utah will be the moderator.

Everything You Need to Know About Electronic Laboratory Notebooks

Monday, 16 June, 3:30-5 p.m.

Electronic laboratory notebooks (ELNs) have been around for a number of years, so why aren't more companies and univer-

sities using them? This session will explore the state of the art of this technology—plus the lessons learned from a corporation that implemented ELNs, and a novel application at a university. It also will cover the issues of intellectual property protection with ELNs. Rachel Ellison of Ecolab, Inc., will be the moderator. Speakers will be Michael H. Elliott of Atrium Research, Jean-Claude Bradley of Drexel University, and Carl Voigt, of the Eastman Chemical Company.

Informatics Across the Biological Sciences

Tuesday, 17 June 17, 9-11 a.m.

Scientists across a range of fields need to manage large quantities of data. This program will explore some of the projects and issues in informatics and bioinformatics—and what librarians can offer. The moderator will be Ruth Gustafson, reference librarian at the University of California, Davis. Speaking will be Quentin

B. Wheeler, vice president and dean at Arizona State University; Neil Rambo of the University of Washington Libraries; Catherine N. Norton, the director of the MBL/WHOI Library, and William Michener of the University of New Mexico.

Breaking Rules and Building Bridges for Corporate and Academic Librarians

Wednesday, 18 June, 12:15-1:45 p.m.

Researchers and educators are collaborating globally over the Internet. Cyberinfrastructure is facilitating these multi-disciplinary efforts. Lee Dirks, director of scholarly communications at Microsoft, and James L. Mullins, dean of libraries and professor at Purdue University will discuss the effect of cyberinfrastructure on corporate and academic libraries. Daureen Nesdill, interim head of the Science and Engineering Library at University of Utah, will be the moderator.

The Future of Cancer Research Is Preventing Future Cancers

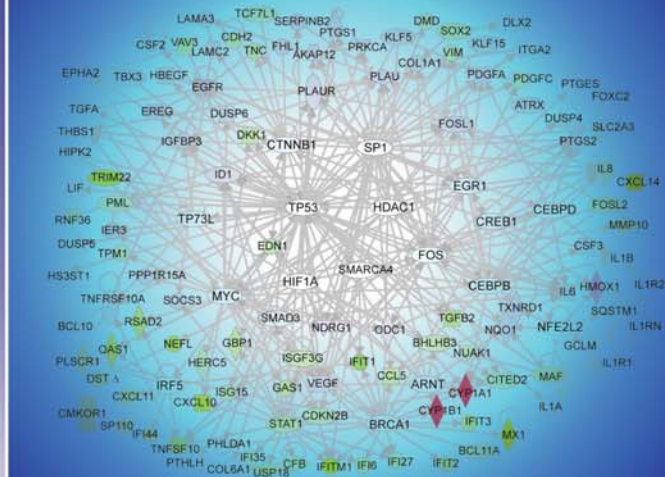
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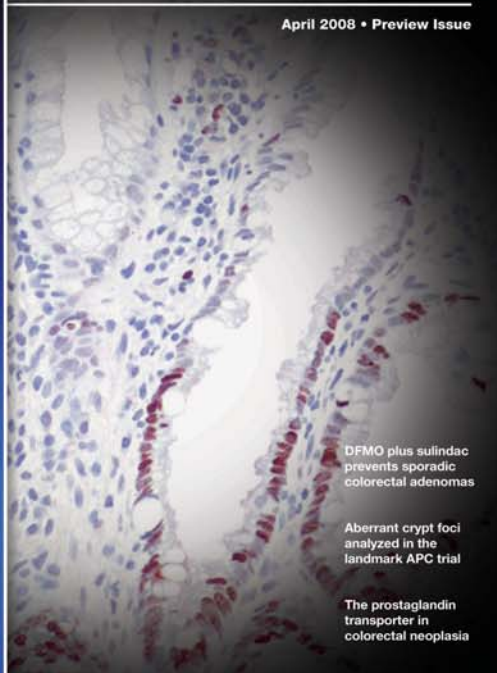
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An Open Letter to My New Peers: You're the Profession's Future

**You have what it takes to succeed in today's workplace.
Jump in, network, learn, teach, and ask "why?"**

BY STEPHEN ABRAM

Dear Colleague:

Last month in this column, I wrote an open letter to my Boomer peers exhorting them to re-engage with special librarianship and step up to the plate to ensure the sustainability of our profession. A huge part of that that sustainability plan is "you." Not the *Time* magazine you, but you as an individual professional who will have an impact on your own success and contribute to the overall success of our profession and world.

OMG! It's a total cliché. You *are* the future of our profession. Whether you're a spanking new graduate or in the first five years of your career, and whether you're a just entering your first career or are a mid-life career-changer bringing different skills and experiences to our profession.

Without a doubt, through retirement, illness, or death, generational change happens inexorably. (I am personally depending on this week's lottery investment to make my move!) Sometimes the changes are nice and seamless, and sometimes change is painful. By all accounts, we are entering an amazing and exciting period of change in our global profession. On so many levels, socially, economically, techno-

logically, demographically, and more, we are challenged to ensure that our profession will evolve to address this knowledge and information revolution.

While these changes are exciting, frightening, and challenging, the path to the future is also clearly ambiguous and unclear. But I always paraphrase Alan Kay that the best way to discover the future is to invent it ourselves. What an opportunity! It is my belief that this is the best way to frame the challenges facing our profession.

You bring a lot to the party. And that party can last for your entire career, indeed your life. You bring, broadly, perspectives and training that include:

- Fresh energy.
- A fresh education in the latest 21st century technologies.
- A deeper understanding of 2.0 and beyond.
- A life that has generally never known a world without the Internet, Web, mobile phones, and an adult life influenced by Wikipedia, Facebook, MySpace, and instant messaging.
- Deep personal experience in the latest technology as both a user and a developer.

- A wide understanding of a variety of metadata tools.
- An immersion in and understanding of the multi-generational challenges we face. Some of you are Millennials and bring an understanding of that key demographic in libraries; some are Gen X and Y and bring that understanding and communication abilities to bridge between Gen M and Boomers. Some are mid-career and can again transcend the tyranny of a single generational perspective.
- A perspective that assumes a personal impact and involvement that extends through many decades.
- And much more too numerous to list here.

In many respects, it's difficult to articulate what our strengths are when we're immersed in it. It's the old saw that some fish would have difficulty describing water. You have talent. You have depth in many areas. Do not underestimate the power and value of fresh and new education. You'll meet many people over your career. Some will have more than 30 years' experience. Learn from them. But also let them learn from you.

You'll meet many people, at work, through continuing education, and in SLA. Keep an open mind. One of my coaches and mentors told me early in my career that there are two kinds of experienced people: those who have 30 years of diverse and incremental growth experiences, and those who have 30 sets of identical one-year experiences. He said that wise people learn to tell the difference.

I can assure you that a career is messy. There are no clear five-year plans, just goals and visions and

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the wisdom to recognize opportunity knocking. Here are a few ideas you might want to consider:

- There's no absolute need to develop just *formal* mentoring experiences. Lunch and coffee work just fine. Sometimes we have to break through our comfort zones and socialize with people who aren't just like us. Invite a colleague (even from SLA or at work!) to coffee or lunch. A lot of advice and learning happens in those social conversations. I made personal and professional friends this way. You can too.
- Attend every SLA or association event you can. If your employer doesn't pay, go anyway. It's often just the cost of a meal. If my experience is any indication, I found positions that increased my pay manifold over the cost of the investment in learning and networking that comes from involvement in SLA.

A career is messy. There are no clear five-year plans, just goals and visions and the wisdom to recognize opportunity knocking.

- Don't sit at these meetings in a small group of people you already know. That's networking but it is puny networking! Set a goal to meet at least two or more people at every event you attend. If you need some tips, search Google for networking for introverts (you already know how to do that). I've pointed to a number of these resources from my blog, *Stephen's Lighthouse*, and, although I am in no way introverted, I found useful tips too.
- Don't say "no" too often. When you're offered the opportunity to stretch yourself at work or in an association activity, jump at it. You'll

be part of a team, and you'll learn from peers and more experienced folks. Everyone will be in the same boat and you're all focused on success. Partner with your fellow members in chapters and divisions. Some chapters have calls for volunteers—or you volunteer in a general way through on the online SLA volunteer form (www.sla.org/content/community/committees/volunteer.cfm).

- Make an effort to identify and meet people who can help your career. Do you have a goal to work in a certain industry? Do you have a goal about what your next position will include? Do you have a goal to learn some-


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thing specific? SLA is full of folks to meet. Use your research skills and contact them before a local meeting or SLA conference (Seattle is coming soon!). Don't be mercenary; just have a great conversation by breaking through your own comfort zone and connecting with new contacts, talents, and colleagues. If your experience matches mine, some of the best and most valuable learning and contacts will be the result.

- You have great skills and fresh skills and modern skills. Don't pay heed to that little voice attacking your self-confidence from within. Offer to train local chapter members in some technology that you can introduce. You'll find willing learners who have something to exchange with you, too.

the division or chapter level? Can we build wikis to share knowledge within the domains we practice in? Can we build social networks that lift us all up across the full range of SLA members? You have the skills, and our knowledge is bigger together.

You are an amazing group of new professionals entering the profession with fresh education and fresh eyes. It's very exciting. For many decades, I have been teaching and visiting library schools across Canada, the U.S., and occasionally beyond. I meet newer librarians and information professionals often. Trust me; you are an amazing group of people.

My peers are an amazing group too. We need to talk more. We need to col-

asking you to do, as an individual, in little acts of **reciprocal conversations**. We need these conversations to be truly reciprocal. You need to listen and learn as much as you share. The only pre-requisite is mutual respect. And that's not hard.

Here are a few simple ideas that you can choose to implement or add your ideas to:

- When older colleagues say it's not done that way, ask "why?" Challenge them. Either this will break down the barriers to unconstructive advice or you'll learn the subtleties of advocacy and influence.
- Join, volunteer, participate, coach, and get involved. Invest in life-long learning through SLA, Click University, and beyond.
- When someone says older librarians don't have the technology skills you need, offer to teach them. Remind them that you didn't have it and had to learn through play with friends and by doing. Ask them what they can teach you in exchange.
- When someone suggests that a job opening requires far too many years experience, ask him or her "why?" Are they unprepared to experience the great gift of coaching new professionals and learning from them in return. If we want to sustain our libraries and profession, we need to diversify the base of participants.

Finally, I want us to commit to making the SLA and specialized information practice a uniformly positive experience for all involved. I dream that we can all have great careers and that the world will be better for having had our profession working together for the best results. You are the emerging future leaders and the next generation of information professionals. You'll invent our future. Let's learn from each other and share knowledge, insights, ideas, and experiences. Share your awesomeness!

What do you have to lose? Too much. We all have a lot more to gain.

Thanks,
Sincerely,
Stephen

There are two kinds of experienced people: those who have 30 years of diverse and incremental growth experiences, and those who have 30 sets of identical one-year experiences.

You'll build respect and equity, and build your network of people with other deep experiences to share. I learned how to ask for a raise from someone who'd "been there, done that" and I hadn't.

- Open yourself up inter-generationally. We need to break down some of the invisible demographic walls in our profession. It's amazing how quickly old folks like me can learn Facebook social networking, instant messaging, wikis, and the new culture of content rules through just playing and learning by doing. Help build your chapter Facebook group as a source of ideas and advice, and ask questions too. It's reciprocal. It's a modern way of professional networking.
- Partner beyond your organization and work across generations to design a project to capture everyone's knowledge so we can share on a higher level. Can we collaboratively build del.icio.us tag groups at

laborate. SLA is a wonderful framework in which this can take place. All of us have an investment—personal, professional, and psychological—in the information profession and specifically in specialized librarianship. We want to succeed, and we will only succeed together.

So, this is the point of my letter to you. Just like I told my Boomer peers last month, don't forget the power of one, the power of one individual to make a difference. It's the essence of the idea economy rather than the goods economy. In a goods economy, when I give you something tangible, I no longer have it. That's one kind of gift (or sale). In the idea economy, we share ideas. When I give you the gift of an idea, an insight, I still have the idea too. We're both better for the gift. Indeed the gift is more valuable when more people own it.

The idea economy depends on sharing through conversations, and sharing is a fundamental value and principle of librarianship. And this is what I am

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The Section 108 Study Group Reports on Rights Exceptions

Panel recommends expansion in libraries' ability to copy certain materials, but remains silent in other areas of copyright law.

BY LESLEY ELLEN HARRIS

In my February 2006 IO column, I described the Section 108 Study Group and its mandate. The group's report was released in March with a number of recommendations and comments. Below is a summary of key issues.

Section 108 of the *U.S. Copyright Act* allows libraries and archives to freely make certain uses of copyright-protected materials for such things as preservation, replacement, and patron access.

The independent Section 108 Study Group is sponsored by the Library of Congress National Digital Information Infrastructure and Preservation Program in cooperation with the U.S. Copyright Office. The goal of the Study Group is to provide balanced, solid recommendations for revising Section 108 to meet the way libraries work in the Digital Age.

The Section 108 Study Group is co-chaired by Lolly Gasaway (former author of this column), director of the law library and professor of law at the University of North Carolina, and Richard Rudick, former vice president and general counsel of John Wiley and Sons. The 17 other members are from

a variety of backgrounds.

A number of overarching themes emanated from the study group, including: shared values and tensions in digital media; new technologies changing the roles of librarians vis-à-vis content; the applicability of Section 108 to digital media; drawing the line between digital reproduction for preservation versus commercial exploitation; and sovereign immunity for state-run libraries and archives.

Issues of Eligibility

Should museums be eligible for the Section 108 exceptions? The group recommended that museums should be eligible under in the same way as libraries and museums, since museums also make copies of materials in their collections for preservation, replacement, private study, and re-search. Note that the preservation exceptions in Canada apply equally to LAM's, or libraries, archives, and museums.

Should the conditions for section 108 eligibility set out in Subsection 108(a) be revised or supplemented? The group recommended retaining

the current requirements. Additionally, eligible LAM's should have "a public service mission, employing trained library or archives staff, providing professional services normally associated with libraries and archives, and possessing a collection comprising lawfully acquired and/or licensed materials". Note: There is no expansion to include special libraries.

Should libraries and archives be allowed to authorize outside contractors to perform on their behalf ("out-source") activities permitted under section 108? Yes, provided certain conditions are met.

Issues of Preservation and Replacement

Replacement copying. Subsection 108(c) allows libraries and archives to make up to three copies of a published work for replacement purposes, such as deterioration or loss. The report recommended removing the three-copy limit and changing it to "a limited number of copies as reasonably necessary to create and maintain a single replacement copy, in accordance with recognized best practices."

Preservation of unpublished works. Subsection 108(b) permits libraries and archives to make up to three preservation, security, and deposit copies of unpublished works. The report's recommendation is to keep this section limited to unpublished works that have not been publicly disseminated.

Preservation of publicly disseminated works. Section 108 only provides for the making of preservation copies of unpublished works. However, published

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works too, especially digital ones, may be at risk of being lost. The report recommended that “an exception should be added to section 108 to permit a library or archives qualified under the proposed exception to make a limited number of copies as reasonably necessary to create and maintain a preservation copy of any at-risk published or other publicly disseminated work in its collections, provided that: a. The number of copies made is limited to those that are reasonably necessary to create and maintain a copy of the work for preservation purposes, in accordance with recognized best practices; b. The library or archives restricts access to the preservation copies to that which is necessary to effectively maintain and preserve the work.”

Preservation of publicly available online content. Section 108 does not address online content, such as Web sites. The report recommended a new exception “to capture and reproduce

The report recommended removing the three-copy limit and changing it to “a limited number of copies as reasonably necessary to create and maintain a single replacement copy, in accordance with recognized best practices.”

publicly available online content for preservation purposes, and to make those copies accessible to users for purposes of private study, scholarship, or research.”

Further Discussions

The report had discussions and published their comments on the following issues, but did not develop any specific recommendations to resolve or address them:

- Exception allowing for copies to users, S. 108 (d), (e) & (i).
- Virtual libraries and archives

- Display and performance of uncensored digital works
- Licenses and other contracts
- Circumvention of technological protection measures
- E-reserves
- Pre-1972 sound recordings
- Remedies

An executive summary of the report is at: <http://www.section108.gov/docs/Sec108ExecSum.pdf>. The full report is at: <http://www.section108.gov/docs/Sec108StudyGroupReport.pdf>. **SLA**

Click University



21 May 2008

Social Networking Tools Inside the Organization

Presenter: **Connie Crosby**, Library Manager
WeirFoulds LLP

www.sla.org/clickulive

Look for the Coachable Moment To Improve Staff Performance

Avoiding employee difficulties won't make them go away, so tune in to your staff's activities and be ready to help them do better.

BY DEBBIE SCHACHTER

Human resources activities can be some of the most difficult for library supervisors and managers. In particular, working with employees to address performance issues or to correct problems, in a way that is both productive and sensitive to the needs of both the employee and library, is one that is hard to balance.

When you have a smooth running team, you are much less likely to need to use your skills to address staff performance problems or performance development. When you have employees who are underperforming or having behavioral problems in the workplace, your human resource skills need to be finely honed.

Coaching is now considered the most important way to address specific problems, and to help an employee to learn and develop. It is also an often-overlooked activity in a manager's busy schedule. Many supervisors are simply reluctant to address problems when they arise, in hopes that they will just disappear on their own. Hoping that problems will go away, however, isn't a solution. So as library managers, we need to learn how best to address the difficulty and to make the workplace a positive environment.

What Is Coaching?

Coaching is generally described as a one-to-one activity to improve the ability of an employee to perform a specific task. Coaching occurs when there is a gap between the desired performance on the job and the employee's current performance. Coaching can also occur to reinforce performance. It is not counseling or praising, but an active part of helping the employee learn and develop. Coaching can also be peer to peer, and

each supervisor or manager, particularly when they are new to their position, should expect to receive coaching from their own supervisor.

Often, coaching is mistaken for the side-line cheering that occurs when we have successes in our workplace, such as when we thank employees when they do a good job or go the extra mile for a customer. This is important feedback that should be provided to employees, but it is not actually coaching. Coaching is a method to address employee performance problems or gaps in ability as soon as you notice them occurring. It should be focused, with the intent of improving the situation for the employee and the information center overall. Coaching is not discipline and should not be confused with performance management, but it is part of the continuous performance management work that each supervisor should be providing for all staff.

Coaching means that you, as manager, need to be actively participating in the work environment, whether it is by working side-by-side with your staff, or by maintaining close contact with the day-to-day work of the department. You need to be aware of what your employees are experiencing in the work environment—first hand. You have to

be able to observe problems when they occur, otherwise you will be unable to coach. Some employees will recognize their need for coaching and ask for it while others won't, so you cannot rely solely on staff members' coming to you in need of coaching.

Coaching

The coachable moment is usually based on your observation of a situation in the workplace, which needs to be improved. The coachable moment involves addressing the problem as it arises, rather than waiting until some later date to try to correct a problem. Obviously, it is only a coachable moment if the manager or supervisor is able and willing to coach, given they have the skills and experience to assist staff with the identified performance or behavior problem. From the employee perspective, they also need to have some interest in improving their performance, as well as recognizing the expertise and skill of the supervisor.

As I mentioned earlier, coaching involves recognizing a problem as it occurs in the library and using it as an opportunity to assist the employee to do a better job. The activity starts with clearly identifying the problem that has occurred: Is it a poor customer service transaction (usually one of many that you may have already heard about from your customers)? Is it misuse of equipment or evident lack of knowledge of a standard process?

Once you have identified the problem, seek a private opportunity with the employee, as soon as possible, to address the issue. Use all of the appropriate probing skills to determine whether the employee is aware that there is a problem with their performance or

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behavior, and determine their perspective. If they don't recognize the problem, help them to see the consequences of their action or inaction. To be able to do effective coaching, you need to help the employee recognize that there is a problem—and be interested in improving.

Once there is agreement that there is a problem or an area for improvement, you and the employee should work together to determine the solution. Look at the pros and cons of each possible solution as it is raised, and try to come to agreement on which will work best and why. This process gets buy-in and provides a learning process for the employee, allowing the employee to work through the possible solutions with your support, in a non-threatening manner. For example, if the employee is reluctant to come to the assistance of other staff when reference service is at its peak because of workload, work with them to find a way to better manage their workload during their rest of their shift.

Provide Support

Once you are both in agreement on the solution or alternative, ensure that the employee has the ability to follow through. For example, if the employee needs additional software training to be able to increase productivity, make sure that they receive it. Resources may also include additional time that the employee may need to meet the agreed upon solution.

As with all supervisory activities, make sure that you follow up with the employee who has received the coaching. This helps the employee to make the improvement, and it shows that you are interested in supporting their progress. This also makes it clear that you are available for follow-up coaching as required. Setting up review dates is helpful to keep you both on track with the process.

People are often hesitant to deal with a problem when they discover it, especially if they believe it will take a lot of time to solve. Personnel problems are difficult for the new supervisor and the long-time manager

alike as they can be complex and emotionally charged. Some managers may feel that in professional workplaces staff should be accountable to themselves and each other to solve the problems and seek support when they need it.

The fear of confrontation is often the major reason why people avoid addressing problems or taking the time to coach, but by not addressing problems you reinforce negative behavior and reduce the level of performance. Practice does make it easier, and seeking out training or support to help develop these skills as a supervisor is also beneficial.

Coaching ultimately is a respectful way to deal with workplace problems and learning opportunities. It provides employees with opportunities to develop and improve, and to learn from your expertise. Taking the time to hear the employee's side of the story and to have them help develop the solution, also creates buy-in and shares the responsibility for improving the work environment overall for your staff. **SLA**

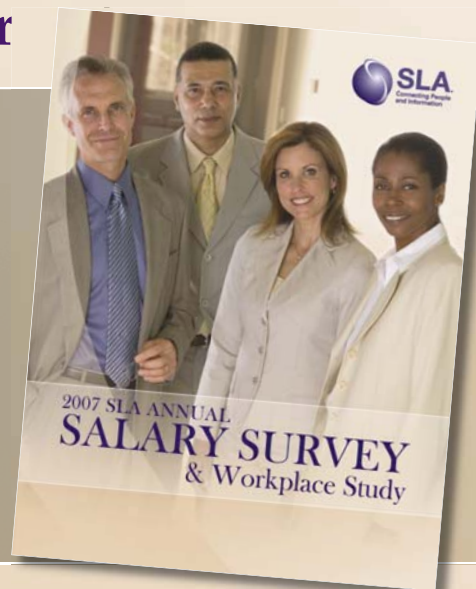
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**Digital Content Management: Critical
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- 12
**Digital Content Management: Critical
Deployment Issues in Process &
Personnel, Part 2**

For information on these and other Click University courses and seminars—including new classes on copyright—see www.clickuniversity.com.

OTHER EVENTS

MAY

- 12-15
CARL/ABRC Annual General Meeting
Canadian Association of Research
Libraries
Kingston, Ontario

- 16-21
2008 MLA Annual Meeting
Medical Library Association
Chicago
www.mlanet.org/am/am2008

- 19-21
Enterprise Search Summit
Information Today
New York
www.enterprisesearchsummit.com/default.shtml

- 26-30
CHLA/ABSC Conference 2008
Canadian Health Libraries
Association
Halifax, Nova Scotia
www.chla-absc.ca/2008/index.html

- 29 May-1 June
**CLA/ACB National Conference and
Trade Show**
Canadian Library Association
Montreal

JUNE

- 2-6
Polar Library Colloquy 2008
Canadian Circumpolar Institute and
University of Alberta Libraries
Edmonton, Alberta,
www.library.ualberta.ca/ocs2/index.php/plc/PLC2008

- 2-7
Libraries in the Digital Age
Dubrovnik and Mljet, Croatia
www.ffos.hr/lida

- 5-7
CAIS/ACSI 36th Annual Conference
Canadian Association for
Information Science
Vancouver, British Columbia
www.cais-acsi.ca/2008call.htm

- 5-8
NASIG 23rd Annual Conference
North American Serials
Interest Group
Phoenix
www.nasig.org/conference/2008

- 16-20
**Joint Conference on Digital Libraries
2008**
ACM, IEEE, IEEE Computer Society
Pittsburgh
www.jcdl2008.org

- 18-20
**Enterprise Information
Management Conference**
Wilshire Conferences and DAMA
International
Toronto

www.wilshireconferences.com/EIM/June2008/speakers/cfp.html

- 19-21
Hypertext 2008
School of Information Sciences at
the University of Pittsburgh, ACM,
ACM SIGWEB
Pittsburgh
www.sigweb.org/ht08

- 22-28
**Association of Seventh-day
Adventist Libraries**
Loma Linda, California
www.asdal.org/conf/2008/call.html

- 23-28
**11th European Conference
of Medical and Health Libraries**
European Association of Health
Information and Libraries
Helsinki, Finland
www.congreszon.fi/eahil_2008

- 12-16
**10th International Conference
on Enterprise Information Systems**
INSTICC
Barcelona
www.iceis.org

- 17-18
Web Content 2008
Duo Consulting
Chicago
www.webcontent2008.com

- 24-29
Archives 2008
Society of American Archivists
San Francisco
www.archivists.org/conference/sanfrancisco2008/index.asp

- 26 June-2 July
2008 ALA Annual Conference
American Library Association
Anaheim
www.ala.org/ala/eventsandconferences/b/annual/2008a/home.htm

JULY

- 11-15
Society of Indexers
Winchester, U.K.
www.indexers.org.uk/index.php?id=401

- 20-22
**Church and Synagogue
Library Association**
Greenville, South Carolina
<http://cslainfo.org/conference.html>

- 20-25
IAML 2008
International Association of
Music Libraries, Archives and
Documentation Centers
Naples, Italy
www.iamlnapoli2008.it

AUGUST

- 3-5
**International Conference on
the History of Records and Archives**

15-18 JUNE

- SLA Annual Conference**
Seattle, Washington
www.sla.org/content/Events/conference/ac2008/index.cfm

Seminar on the Acquisition of Latin
American Library Materials
Perth, Australia
<http://library.lib.binghamton.edu/salalm/conference/ichora.html>

- 10-25
**74th World Library
and Information Congress**
International Federation of Library
Associations and Institutions
Montreal
www.ifla.org/IV/ifla74/index.htm

SEPTEMBER

- 2-5
ALIA 2008 Biennial Conference
Australian Library and Information
Association
Alice Springs
www.alia2008.com

- 23-24
Enterprise Search Summit West
Information Today
San Jose

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YOU'RE THE EXPERT, SHARE WHAT YOU KNOW.

2008 Information Outlook EDITORIAL CALENDAR



We're always looking for new authors for Information Outlook.

The editorial calendar below shows major topics we want to cover for each issue in 2008. It is only a starting point. We need more articles on more topics than we've listed below.

If you want to write on a topic that isn't on the calendar, or on a topic that isn't listed for a particular issue, we want to hear from you. For example, articles on topics like marketing, searching, and technology will be welcome throughout the year. We want to hear all of your ideas.

If our descriptions of the topics don't fit your approach and you have a different idea, let us know.

ISSUE MONTH	TOPICS	DEADLINE
July	Management (Possible topics: Planning, budgeting, supervising a staff, purchasing)	May 19
August	Conference Papers Showcase	June 23
September	Copyright (Possible topics: Global considerations, permissions, new laws and regulations)	July 21
October	Web 2.0 (Possible topics: Next generation Web sites, social networking, XML, RSS, podcasting)	Aug. 18
November	Knowledge Management (Possible topics: KM systems, indexing information, low-budget KM)	Sept. 22
December	Web Searching (Possible topics: Meta directories, using online search engines, the best sites for various content areas)	Oct. 20



For information on how to submit an article to Information Outlook, see <http://www.sla.org/content/Shop/Information/writingforio/index.cfm#needtoknow> or contact editor@sla.org.

Tons of Value Brought Together In SLA's Online Resources

Members can get RSS feeds, check news from Web information services, and find professional and career portals.

BY JOHN R. LATHAM

In his March Info View column, SLA President Stephen Abram referred to exciting innovations at the association and member working groups set up to implement some of them. He also urged all of us to "spend time in 2008 reinforcing to all members the wonderful progress SLA has made in developing a modern learning suite of services available *exclusively* to SLA members."

The vision of the Innovation Laboratory, a virtual space that will have dozens of licensed and free software titles as well as video tutorials for SLA members, is awe-inspiring, but I am taking this opportunity to promote and explain the exclusive SLA member benefits offered online through the Information Center's Resources.

Let's start by hovering over the Resources Icon on SLA's home page and selecting two of my favorites, SLA Feed Reader and News Connections.

The **SLA feed reader**, a partnership with NewsGator, delivers RSS feeds to your desktop as an SLA member benefit. I now use the SLA feed reader for all my business-related feeds and my Bloglines account just for world news and other personal feeds, but they could just as easily have been combined into the SLA feed reader alone. Some feeds, of course, are kept in both readers as being a baby boomer I still differentiate between business and personal.

We have set up 30 different categories of feeds using topics based on known SLA member interests, and have added links to blogs in each of those categories. These can be a great start if you do not have feeds on topics of interest readily at hand. To include

any of the pre-selected feeds in your feed reader all you have to do is click on the feed and you will be directed to select My Feeds or folders you can set up yourself. The blog feed will automatically be added to your feeds. You can also add any feeds of interest to you, thus providing added information to improve communication and collaboration within your organizations.

If you think that any of the feeds that you add to your own feed reader have a general appeal to SLA members, please let us know at resources@sla.org so we can add them to the category folders for the benefit of your fellow SLA members.

The feed reader has a My Clippings folder into which you can save any feeds that you may wish to refer again in folders set up for your own ease of access. Unlike my Bloglines account, the feeds stay in your reader until you either save them or delete them by selecting "mark as read." I find this helpful as I have been known to lose a day's feeds when I was interrupted and closed my browser during feed reading.

I have added SLA Feed Reader to my SLA Web site Quicklinks and—since I know that like me, the first thing you do every morning is open SLA's Web site—you might want to do the same.

The **News Connections** link takes you to a Web page that links to the Factiva News and Nexcerpt News feeds, as well as another link to the SLA Feed Reader. The articles provided through Factiva Track Modules are grouped into eight topic areas and are updated every other day. Don't forget to select the View All feature, as only the first three links are included on the home page.

Nexcerpt.com is a Web-based news feed with similar news items and subjects of interest of our members. This resource has the added benefit of giving you access to the previous month's selected feeds. If you want to make this resource available within your organization, SLA members receive a 10 percent discount from Nexcerpt.

SLA's **Information Portals** are another membership benefit I urge you to examine. They have been created over a number of years, and are regularly updated by Information Center staff when new resources come to our notice. There are more than 40 different subjects covered, grouped under the following broad topic areas: careers, intellectual property, international, Internet/intranet, knowledge management and communities of practice, competitive intelligence, management/services, marketing/value, and technology/software. They are not intended to be all-inclusive, but are a useful first stop when looking for information on one of these topics. Please let us know at resources@sla.org of any resources that you come across that we should share with our fellow members.

We may not be able to weigh the value of these SLA member-only resources, but they look to me like tons of value brought together in one place for a special group of information professionals. **SLA**



JOHN R. LATHAM is the director of the SLA Information Center. He can be reached at jlatham@sla.org.

The Information Center is sponsored by Dow Jones & Company, Inc.





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Who Should Attend

All professionals who purchase, manage or create content and are responsible for ensuring that it is used appropriately and that the content rights are maximized at all levels of the organization.

2008 Schedule of Cities/Dates

May 9	Minneapolis
May 13	Philadelphia
May 21	San Francisco
June 15	Seattle



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